OCTOBER 22, 1945 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

5-3240
Mr. Paul M. Segal
1026 Woodward Bldg.
Washington, D.C. 5

KLZ DOES IT BETTER

More Live Talent Musical Programs

More live talent musical programs originate with KLZ than with any other Denver station. Music means many things to many people, so KLZ provides music to please all tastes, from the cowboy songs of the "Texas Kid", right, to the long-haired classics played by a studio orchestra, and with organ moods, popular and dance music, soloists, singing groups and instrumental music in between.

KLZ produces Denver's only barn dance show and has the talent and know-how to produce any kind of show with or without music. KLZ is now producing more shows than any other Denver station because more advertisers, local and national, are buying more time on KLZ than on any other Denver station.

KLZ DENVER

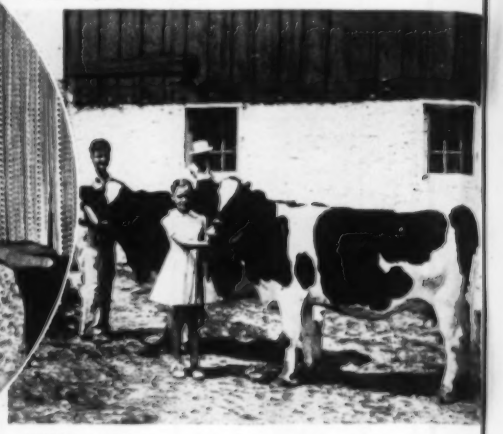
560 Kilocycles
CBS Network

Affiliated in Management with The Oklahoma Publishing Company and Station WKY, Oklahoma City

Represented by the Katz Agency

BELOW:
The pleasant Punzel home; on the lawn are Helen and Laddie, the white collie. Helen's new bicycle is also in sight.

BELOW:
Two of the Punzel 4-H Club projects: Helen leads 2-year-old Opal; Dean leads 3-year-old Mable. The whole family takes pride in these fine Holstein cattle, as well as in the 40 Poland China hogs on the farm.



CIRCLE:
Mr. and Mrs. Walter E. Punzel of Jefferson County, Wisconsin. Standing behind them are 12-year-old Helen and Dean, 18. The Punzels have lived on this 160-acre farm since 1925.

Meet these Wisconsin Folks

THE WALTER PUNZELS ARE A GOOD FARM FAMILY... AND LONG-TIME LISTENING FRIENDS OF WLS

THE ONLY red, hip-roofed barn in Busseyville, Wisconsin, marks the Walter E. Punzel farm. Near or in the barn, you're likely to see Walter with his 40 Holsteins or his champion Poland China hogs.

Dean, 18 years old, and Helen, who is 12, may be grooming their five Holstein calves for a 4-H cattle showing; Mrs. Punzel will be feeding her 500 White Leghorns. Or—all the family may be enjoying Dinnerbell Time, WLS Feature Foods, Julian Bentley's news, or Dr. Holland's Morning Devotions.

The Punzels, who did their first WLS listening in the headphone days of 1924, enjoy *modern* rural living. They have electricity, car, tractor, central heating, telephone, radio. They count as almost *personal* friends the WLS entertainers they see each year at state and county fairs.

Through four midwestern states, you will find many families like the Punzels—some on farms, others in town and city. They're hardworking folk, living comfortably and wisely, preparing for better living in future years. And so many of these families are *listening friends* of WLS that we receive a *million letters a year* plus active response at counter and cash register; day-by-day proof of a friendly, receptive audience for *your* message. A John Blair man can help *you* arrange to talk to *our listening friends in Midwest America.*

890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS
CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

Friendly Salesmen

RESIDENT salesmen . . . . ready to go! Ready to sell your products and services throughout New England's rich, six-state area.

Not one or two high-powered men — but 23 local, friendly salesmen who enjoy the confidence and esteem of every family in every market throughout New England.

Yankee's "home-town", home-managed local stations guarantee you local acceptance. This is the kind of acceptance that produces results — the kind of coverage which delivers the full impact of your selling.

Dollar-for-dollar, The Yankee Network is by far your best buy in New England!

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

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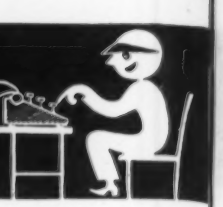
BROADCASTING... at deadline



Closed Circuit

RADIO INSIDERS are watching closely developments incident to Nov. 19 Bermuda conference of empire nations with U. S. on worldwide communications. While conference ostensibly would settle only cable and wireless rates and tariffs, overall radio allocations probably inevitably would be discussed, even if informally, preparatory to forthcoming international telecommunications conference almost certain to be called in our hemisphere next year.

TENTATIVE date for conference of North American nations to consider an interim agreement on standard broadcast allocations (NARBA) is Jan. 15 in Washington. Invitations expected to go out this week from State Dept. to Canada, Cuba, Haiti, Mexico and Dominican Republic on Cuban proposal for use of assignments on 14 additional channels [BROADCASTING, Oct. 8].

BARN DANCE type program will hit MBS soon under sponsorship of Ralston Purina Co. Saturday afternoon hour stint is earmarked. Network reported to have lined up top talent group in American folklore field for years on another network. Agency is Gardner Adv. Co., St. Louis.

WONDER whether radio was discussed when Elzey Roberts, publisher of *St. Louis Star-Times* and owner of KXOK St. Louis and KFRU Columbia, spent 15 minutes with the Chief Executive?

THERE is a good chance that the first actions on FM applications will be taken this week by the FCC. A husky batch of cases was to be in shape for review at meeting held late Friday. Best guess is that many will be designated for hearing but that some grants will be made. Whatever action is taken will be outside Area 1 as the Commission cannot act on applications in this region until it has decided on the assignments to be made in New York City and has completed its engineering examination of the CBS plan of allocations.

WITH HIS airport bill out of way, Chairman Clarence F. Lea (D-Cal.), of the House Interstate & Foreign Commerce Committee, expects to dig in on radio promptly. He has standing subcommittee on communications headed by Rep. Bulwinkle (D-N. C.). Committee probably won't act on Celler Bill, which would make radio public utility [BROADCASTING, Oct. 15], until it formulates plans on kind of legislation, if any, which should be enacted.

THERE'LL be new general manager for WSAI Cincinnati within next couple of weeks. Howard Lane, Marshall Field's radio chief, is casing Cincinnati operation and interviewing people. Art Harre, WJJD manager, has been

(*Continued on page 86*)

Upcoming

Oct. 22: BMB Technical Research Committee, BMB headquarters, N. Y.

Oct. 25-26: NAB Small Markets Stations Committee, Statler Hotel, Washington.

Nov. 4-10: National Radio Week.

Nov. 10: Citizens Radio Anniversary Testimonial Lunch, Hotel Roosevelt, New York.

Bulletins

J. HAROLD RYAN, former NAB president, was re-elected president of BMI for another year at a board meeting Friday, at which all other officers and directors were also re-elected and Justin Miller, new NAB president, was made a director.

EDWARD J. NOBLE, chairman of the board of American Broadcasting Co., has purchased stock holdings of Time Inc. and Chester J. LaRoche, each owning approximately 12½ percent. Mr. LaRoche resigned as vice-chairman of the board and director, and Roy Larson, president of *Time*, resigned as director. Price for stock was not disclosed. When Mr. LaRoche and Time Inc. acquired it in December 1943, the price was reported as $500,000 each. Mr. Noble is now practically sole owner, 97 or 98%, except for small block owned by Mark Woods, president, and possibly a few other shares.

Business Briefly

DREFT ON 50 ● Procter & Gamble Co., Cincinnati (Dreft) using 10 spots weekly on 50 stations, 52 weeks. Agency, Dancer-Fitzgerald-Sample, Chicago.

ZYMOLE CONSIDERS ● Consolidated Royal Chemical Corp., Chicago (Zymole Trokeys) to Melamed-Hobbs, Minneapolis-Chicago, Louis Melamed account executive. Radio considered.

CHICK BREAKS ● Chick Bed Co., Cedar Rapids (chicken floor litter) Nov. 5 starts six chain breaks weekly, 13 weeks, on WLS Chicago. Agency, Campbell-Sanford, Cleveland.

DRESS PROJECT ● Barbara Joan Togs, Boje Enterprises and Bobby-Jo Originals Inc., New York (dresses), names A. M. Sneider & Co. New York. Spot announcements considered.

WAX PARTICIPATIONS ● A. S. Harrison Co., New York (Preen wax), sponsors participations for six months on WJZ New York, WTIC Hartford, KYW Philadelphia. Agency R. T. O'Connell Co., New York.

LAUNDAWHITE NAMES ● Laundawhite Corp., New York, to Furman Co., New York. Radio considered.

PEERLESS PEN & PENCIL CO. ● New York, is sponsoring announcements on WPAT Paterson, will use spots on 13 stations starting Oct. 22. Agency, Furman Co., New York.

Wasmer Resells KHQ to Chronicle Co.

SPOKANE CHRONICLE CO., publisher of the *Chronicle* (evening), *Spokane Review* (morning) and *Spokesman-Review* (Sunday), has purchased KHQ Spokane, NBC outlet, from Louis Wasmer under a revised transaction to be filed with the FCC this week.

The sale, subject to customary FCC approval, is a substitute for the transaction consummated earlier this year by Mr. Wasmer with Straus & Blosser, Chicago investment bankers. Except for substitution of the purchaser, the sale is precisely the same—$850,000 before adjustments. The overall purchase, including liquid assets of Louis Wasmer Inc., amounting to $450,000, entails $1,300,000.

The Chronicle Co., one of the foremost newspaper operations in the Northwest, is headed by W. H. Cowles Jr., president and general manager. He is a distant relative of Gardner Jr. and John Cowles, heads of the Cowles Broadcasting Co. and the Cowles Publications. There is no business connection between the two Cowles families.

Mr. Wasmer originally had negotiated with the Chicago investment house for sale of KHQ as a result of the FCC's "duopoly" regulations. He also owns KGA in Spokane, Blue outlet, and plans to devote his entire energies to that station. The transaction with the investment bankers was complicated by the requirement of Securities & Exchange Commission as well as FCC approval [BROADCASTING, April 9, 1945]. It is reported Straus & Blosser voluntarily relinquished their arrangement and Chronicle Co. picked up the transaction.

Counsel for Mr. Wasmer, Fisher & Wayland of Washington, D. C., will file with FCC this week a petition for leave to amend the application now pending for the KHQ transfer and for removal of the original application from the hearing docket. Judge John C. Kendall, of Portland, is resident counsel for Mr. Wasmer. Kirkland, Fleming, Green, Martin & Ellis, Chicago and Washington law firm, represents the purchaser through Louis G. Caldwell and Reed T. Rollo, Washington members of firm.

The amended application would substitute the Spokane Chronicle Co. for Straus & Blosser and thus simplify the transfer. The investment company had been unable to disclose the ultimate proposed purchasers because of necessity of clearing through SEC.

It also was reported that Arthur L Bright, general manager and part owner of KFPY Spokane, would become manager of the station. He originally had figured in the Straus & Blosser transaction and was to have become both manager and minority stockholder. Mr. Bright recently sold his one-third interest in KFPY to Queen City Broadcasting Co. Balance of the station was acquired by E. Craney, owner of KGIR Butte, and John C. Wheeler, Los Angeles attorney and son of Sen. Wheeler (D-Mont.).

Under customary Commission procedure the petition for leave to amend the application and substitute the purchaser will be acted upon promptly—probably this week.

Single wing . . . double wing . . . "T" formation . . . a team can know them all. But . . . unless the basic fundamentals of low charging and hard blocking are deeply engrained, the most intricate "mousetraps" and deceptive "cross-checks" go for naught.

And in radio . . . . .

Prime markets . . . lush buying power . . . vast primary area . . . a station may have them all. But . . . unless the right program format is developed to appeal to the most people, a station cannot command the intense listener loyalty which characterizes these stations.

●

REPRESENTED NATIONALLY BY

★ ★ ★ **EDWARD PETRY & CO., INC.** ★ ★ ★

NEW YORK · CHICAGO · LOS ANGELES
DETROIT · ST. LOUIS · SAN FRANCISCO

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	ABC
KARM	Fresno	CBS
WJR	Detroit	CBS
WHTD	Hartford	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KHQ	Spokane	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE TEXAS QUALITY AND YANKEE NETWORKS

THE PACIFIC NORTHWEST MEANS...

KIRO

SEATTLE • TACOMA

No. 6...Fruit Growing

25 Percent of America's Crop

The fame of Washington apples is world-wide, but the Pacific Northwest ranks just as high in the production of many other soft fruits . . . pears . . . peaches . . . plums . . . cherries . . . apricots . . . all grown in tremendous quantities, of superb quality. Fruit growers, packers, canners, and shippers form a great market of prosperous, progressive consumers, alert to new ideas and with money to purchase merchandise they desire and need.

KIRO is the only 50,000 watt station in this rich market . . . it brings Columbia Programs to Seattle and the Pacific Northwest.

SEATTLE TACOMA KIRO

The Friendly Station

SEATTLE, WASH.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts

710 kc

CBS

Represented by

FREE and PETERS, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio

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EDITORIAL
ROBERT K. RICHARDS, *Editorial Director*
Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Rufus Crater, Norma Pugliese, Adele Porter, Molly Jackson.

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Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Marie Woodward. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

CIRCULATION
BERNARD PLATT, *Circulation Manager*
Dorothy Young, Herbert Hadley, Leslie Helm

NEW YORK BUREAU
250 Park Ave. *PLaza* 5-8355
EDITORIAL: Bruce Robertson, *New York Editor;* Florence Small, Dorothy Macarow, Doris Gooch.
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

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A TOP SPOT★ for POSTWAR BUSINESS

★ *Radio Daily Survey*

The Radio Daily Survey of postwar opportunities rates only sixteen cities as A-1 prospects, and Nashville is one of them! Only one Tennessee city has an A-1 postwar rating and that is Nashville! . . . So don't overlook Nashville and the rich Middle-Tennessee market in making your postwar plans . . . In the area served by WSIX, with its popular AMERICAN and MUTUAL programs, are more than a million potential buyers for your product.

AMERICAN
•
MUTUAL

WSIX

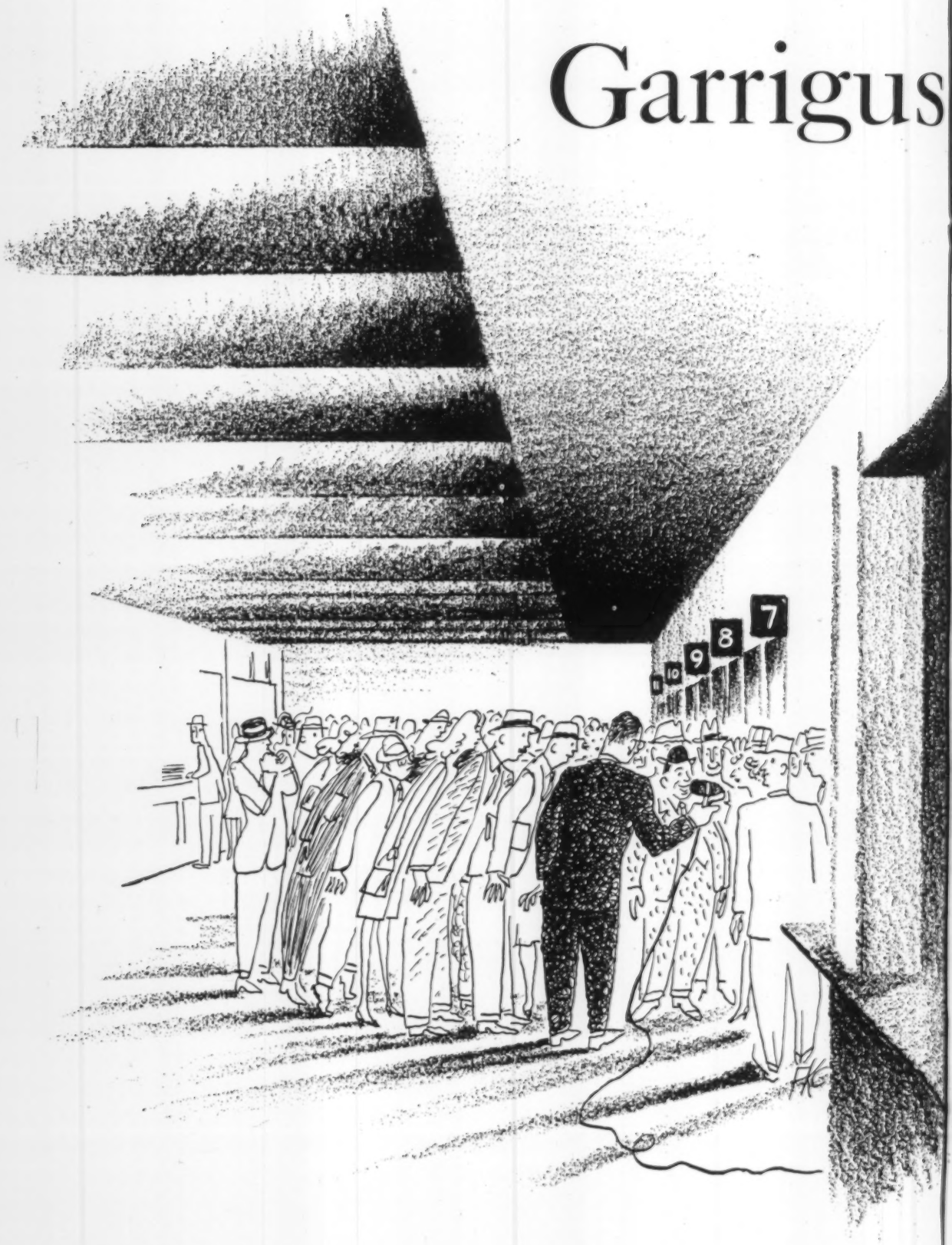
The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

5,000 WATTS
980 KILOCYCLES

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Garrigus

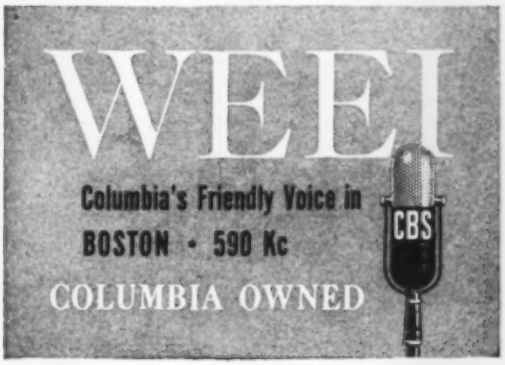


sgoes quizzin'

...and brings back a bell-ringing Boston show

LITTLE escapes WEEI's man-about-Boston, Fred Garrigus. New Englanders never know where he'll pop up—and when he does it's anybody's guess just what is likely to happen next.

Mike in hand, Fred coaxes sleepy commuters out of their morning fog in South Station... turns the Statler hotel lobby into a free-for-all forum... referees shoppers at a bargain basement sale. In one day's quizzin' he may cover a dog show, college prom and four-alarm fire. Or, as they say up here in Boston, "Where there's a crowd, there's usually Garrigus!"



The fun all started when those ingenious WEEI producers said to themselves: Why take pot-luck interviewing people at a fixed place at a fixed time? Why not let the amiable Mr. Garrigus talk to people everywhere—record the goings-on—charge it with a strong current of WEEI-personality—and give Boston radio listeners a highspot local show?

Garrigus Goes Quizzin' does that. With laughs. Fred is a remarkably glib ad-libber. He's been quizzin' for 10 years, has written a best-selling book on the subject and is a network interview-expert.

We gave Fred ten minutes (5:45-5:55 P.M., Mon. thru Fri.) and he's already taken in miles of Boston. If you want to cover the same territory on a straight-selling route—just call us or Radio Sales. *Garrigus Goes Quizzin'* is available!

REPRESENTED BY RADIO SALES, THE *SPOT* BROADCASTING DIVISION OF CBS

1

Durham

North Carolina's third largest city. (1940 U. S. Census) City-county are one compact unit with present estimated population of 100,000.

tobacco

Durham makes 25% of all the nation's cigarettes. Add up 94 other steady industries, rich surrounding farm land and famed

Duke

University and you can see what a grand market this is. To control it, one station does the job at surprising low rates.

WDNC

Owned By Durham Herald-Sun Papers

Represented by Howard H. Wilson Co.

My Impression of Europe

(Sixth of a series by members of the U. S. Mission to ETO)

By JUSTIN MILLER

President, National Association of Broadcasters

MY IMPRESSIONS of radio broadcasting in Europe are set against a panoramic background of people, places and events.

The over-all recollection is of a splendidly organized trip; the quiet effectiveness of Col. Ed Kirby, radio public relations man par excellence; the usual inconveniences of travel reduced to a minimum; air travel, the smoothest as well as the fastest transportation available to man; alert and intelligent Army men, who met us, briefed us, guided us and sent us again on our way; friendly, cooperative officials of other nations as well as in our own embassies; beautiful countryside, the lush grain fields, orchards and gardens of England, the flowering trees and shrubs of France, the heather-covered hills of Germany, and the warm brown plains of Italy; the terrible devastation in the cities of Germany, the faces of the German people, sullenly correct; of the French and Italian people, tired and spent, hoping for

Mr. Miller

our understanding and assistance in regaining their rightful places

(Continued on page 69)

Sellers of Sales

BECAUSE he liked dogs, Dave Dole, associate radio and television director of Henri, Hurst & McDonald, Chicago, barked his way into radio.

It began in 1932 at WTCN Minneapolis, where he was handling sound effects. Somebody needed a "talking dog" and Dave came through with a vocal bow-wow that had all the kiyis trying to eat their way into Minneapolis radios.

The 30-year-old radio executive didn't stop with dogs, however. He can yowl, whinny, hee-haw, trumpet and, if the occasion calls for it, imitate a goldfish calling to its mate. This ability helped him land the Morrell & Co. "Red Heart" dog food account for Henri, Hurst & McDonald. Dave joined Henri, Hurst & McDonald in 1938 as the "talking dog" on the popular Bob Becker program sponsored by "Red Heart" and he is still growling, barking and whining as the sponsor's famous canine today.

Dave

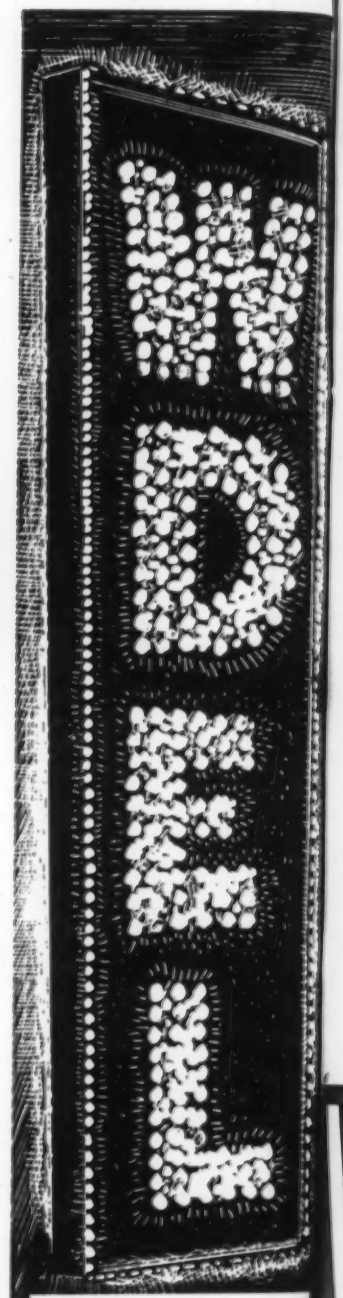
But he had a solid background as a sound technician and recording engineer before getting into the agency business, having spent four years (34-38) with Midwest Recordings Inc. This training plus intense interest in radio let the agency to turn over the Morrell account to him and eventually won a promotion to his present position as associate radio director and timebuyer.

Some of the accounts handled by his department are Skelly Oil's sponsorship of Alex Dreier and the news; Acme White Lead & Color Work's *Nick Carter* on Mutual; Ballard & Ballard's *Renfro Valley*, barn dance program originating at Renfro Valley, Ky.

At present, Dave is concerned with the agency's television programs. He has produced two novel video broadcasts for commercial sponsorship over WBKB Chicago and hopes to improve the commercial side of TV.

When he puts on his hat at the end of the day he goes home to two hobbies, both closely related. His first is his two wire-haired terriers, named, appropriately enough, "Red" and "Heartie" after the Morrell package. His second is sculpture and his subjects are — you guessed it—dogs.

Dave was born in Minneapolis, Oct. 18, 1914. He married Katherine Turner, also of Minneapolis, and they have an apartment on the North Side. Dave is a charter member of the Chicago Radio Management Club and served as treasurer from 1943-44. If you really want to get on his good side just mention his secret ambition—to play "Asta" on the radio.



THESE
20
W S M
YEARS

WE'VE KEPT THE BARS DOWN

A Clear road has been kept open through the War. And it is here for you to use in bringing your goods once more to this area of five million people. Your name, your goods, your ideas, may all be new and strange to them. But when the story goes out over our clear channel, on our 50,000 watts, these habitual WSM listeners will hear it, absorb it, act on it.

WSM
NASHVILLE

THE STATION WHOSE FRIENDS
CAN BE **YOUR FRIENDS**

HARRY STONE. *Gen. Mgr.*
DEAN R. UPSON, *Comm. Mgr.*
EDW. PETRY & CO., *Natl. Reps.*

50,000 WATTS
650 KILOCYCLES
CLEAR CHANNEL
N. B. C. Affiliate

IT'S NEVER A MATTER OF LUCK—

with SYLVANIA!

IT can never be a hit or miss proposition when it comes to radio tubes manufactured by Sylvania Electric.

Beginning with the *raw materials* that go to make Sylvania tubes, you'll find Sylvania chemical and metallurgical laboratories *testing every part*—experimenting to discover new and better materials—new alloys, new compounds for further improving Sylvania Radio Tubes.

With highly sensitive apparatus, measurements are made to determine power output, distortion, amplification, *fidelity*. Better, more faithful reproduction of your broadcasting programs is assured, when receivers are equipped with Sylvania tubes!

SYLVANIA ELECTRIC PRODUCTS INC., Emporium, Pa.

TAKE THE "LOCK-IN" TUBE

1 *It is "locked" to socket—solidly.*

2 *It has short, direct connections — lower inductance leads and fewer welded joints.*

3 *Metal "Lock-In" locating lug— also acts as shield between pins.*

4 *No top cap connection . . . overhead wires eliminated.*

SYLVANIA ELECTRIC

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIXTURES, ACCESSORIES; ELECTRIC LIGHT BULBS

RCWK

MORE than just call letters

A radio station is a lot of little things.

Little things like the way you can depend on catching the 8:12 bus by counting on the correctness of its time signals.

Like the way it helped save the business district in Cumminsville by staying on the air all night the time of the big river flood; and the way it helped avert a serious fuel gas shortage during the severe cold snap.

Like the demonstration of public interest when 2601 participants came to the studios to take part in 213 educational and religious broadcasts during the year.

Like the time it located the wounded soldier in an unknown hospital within ten minutes after broadcasting the appeal of an anxious and worried father; and the way it helped put the town over the top in the war bond drive by having the Boy Scouts deliver the bonds direct to the home.

Like the way the cowboys in the West and the Indians in the South and the Frenchmen in the North report hearing the signal; but more importantly the way the people in the great Ohio and Miami Valleys keep their dials tuned to 55.

Like the way it shows up in all the Hooper ratings.

BASIC CBS
550 K. C.

WKRC CINCINNATI

The BIGGEST Show in Town

"No, Mr. Blunk, your wife may not sing on our program!"

● One of the wonderful things about spot broadcasting is the way it permits you to appeal to varying tastes in different parts of the country.

It takes almost a *genius* to please city slickers and farmers, northerners and southerners, easterners and westerners—all with one program. But when you give each section what it *wants*—well, you know the rest!

Free & Peters can tell you what top-notch local shows are available in all the markets we serve—can clear the time—can reduce your work and effort to the minimum. How about letting us go to bat for you? A telephone call puts us on your team!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
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BROADCASTING and BROADCAST ADVERTISING

VOL. 29, No. 17 WASHINGTON, D. C., OCTOBER 22, 1945 $5.00 A YEAR—15c A COPY

Station Grants By FCC May Be Slow

1200 Applications Are Now Waiting For Action

By JACK LEVY

ALTHOUGH it has over 1,200 applications for new stations in every broadcast category before it, the FCC will probably be unable to grant more than a portion of this backlog by the end of the year.

This prospect developed last week with the disclosure of the following developments:

1. It may be as much as a month before the applications received during the rush week preceding Oct. 8 (more than 400) can be checked and formally accepted for filing.

2. A large number of applications will have to be designated for hearings, including cases where frequencies are fewer than requests and where interference problems are involved.

3. Because of haste in preparing applications for submittal within the deadline, many will be found defective and will be returned for correction.

4. The Commission cannot handle the applications without additional engineering personnel and even if the necessary appropriations are provided immediately—and it is more likely that Congress will not act for several weeks—it will still take some time to hire and train men for the work of processing.

5. Television applications cannot be touched until rules and regulations are adopted —a matter of two or three weeks. No grants can be made in district where the number of applicants exceeds channels until hearings have been held.

6. Hearings will have to be spaced so attorneys and engineering consultants, who represent numerous applicants, can be present. This will prevent the Commission from carrying out a plan which called for a heavy schedule for disposing of pending cases.

Recognition of these obstacles to speedy processing of applications, a prospect which events have proved to be without basis for fulfillment, has served to focus attention on the enormity of the problem confronting the Commission. Eagerness of broadcasters to expand their present operations, to get into FM and television, and to file their applications while the frequencies are still available has created a situation which has seldom faced a government agency.

Down through the years, as the number of AM stations has grown to its present total of about 950, the facilities of the FCC or its predecessor agency, the Federal Radio Commission, have never been greatly burdened by new station applications. Over the last 22 years there have been less than 400 new stations built and in the 10-year period preceding 1937 there was actually a decrease in the number of stations operating.

Since the FCC was established in 1934 the largest number of new stations to take the air in a single year was 68 in 1940. With the war and restrictions on materials and manpower, the Commission staff was reduced as the processing of applications was minimized to the few new stations and expansions which were permitted.

The unexpected ending of the war in August found the Commission unprepared for the huge task confronting it. Unlike other industries, in which gradual reconversion could be scheduled after V-E Day, the plants producing radio and radar were occupied with heavy military orders almost until V-J Day which prevented the Commission from making definite plans for postwar operations. The 60-day "cooling off" period set on Aug. 7 was the most expedient action it could take under the circumstances. The Commission had not intended, however, to make wholesale grants after this period. It was merely a warning that wartime restrictions were to be dropped and that licensing would be resumed.

PROBLEM of processing a record-breaking backlog of 1,400 applications with nowhere near the engineering, legal and clerical personnel required for such a tremendous undertaking nullifies any prospect that more than a small part of the accumulation can be acted upon this year.

With the expiration of the 60-day period, the Commission had accumulated a total of 1,433 applications for new stations and expansions—enough work to keep its present staff occupied for 10 years. Not only has there been a record number of applicants for standard broadcast stations, but there are also two new services requiring the formulation of operating and engineering rules and allocations.

Expand Old Service

Paradoxically, the coming of a new service has stimulated expansion of an old one. The rise of FM has attracted interest in AM, especially where frequencies in the standard band are still available. The desire to develop a background

(*Continued on page 70*)

ALLOCATION plan proposed by CBS for FM assignments in Area 1 (see story page 17) were discussed by this trio of engineers during brief recess in FCC hearing last week (l to r): Paul A. de Mars, consultant to International Ladies Garment Workers Union; George P. Adair, chief engineer, FCC; Raymond F. Guy, radio facilities engineer, NBC.

KEEN interest was shown by members of the FCC in the CBS plan for FM assignments in Area I when William B. Lodge, CBS director of engineering (c, foreground), gave testimony at the hearing last Monday. Studying exhibits are (l to r): Commissioners Denny, Durr, Walker, Porter (chairman), and Jett. Proposal was favorably received by representatives of industry and Commission members.

President's Radio Car Contacts All World

Broadcasts Could Originate From Moving Train

By J. FRANK BEATTY

FROM his special train, rolling 60 miles an hour, President Truman can talk to any point in the world where telephone or radio facilities are available.

Col. Greer

The story of the secret radio car built in 1942 for President Roosevelt was disclosed last week by Lt. Col. Dewitt Greer, Commanding Officer, White House Signal Detachment. Through this car, fondly called No. 1401, President Roosevelt was in constant touch with civil and military officials. And through No. 1401 President Truman on his last trip was able to contact any point in the world by an absolutely secret radioteletype.

Radioteletype in Plane

In a fortnight, if the job is finished in time, President Truman will have a radioteletype in his plane on a swing through the Southwest, provided the trip is made by air as now considered.

Two-million words of highly secret war plans and other classified matter have been handled by the battery of transmitting and receiving apparatus crowded into a combination baggage-passenger car loaned by the Baltimore & Ohio Railroad when the idea was conceived in the spring of '42.

Dewey Long, who handles White House transportation, first suggested the radio car idea. Col. Greer, as the President's communications officer, quickly took it up and in May 1942 first tests were made on a run to Chicago. Those pioneer efforts were made with a 400 w two-frequency CW transmitter.

Operating the bug himself, Col. Greer contacted several Army stations and the Signal Corps station in Washington. The rolling setup worked, but service was not entirely reliable during the run. One difficulty—and it's still an unconquered hazard—came from the tunnels. In spite of that, however, Col. Greer was pleased. President Roosevelt was delighted, and clamped down a secrecy ban that has just been lifted.

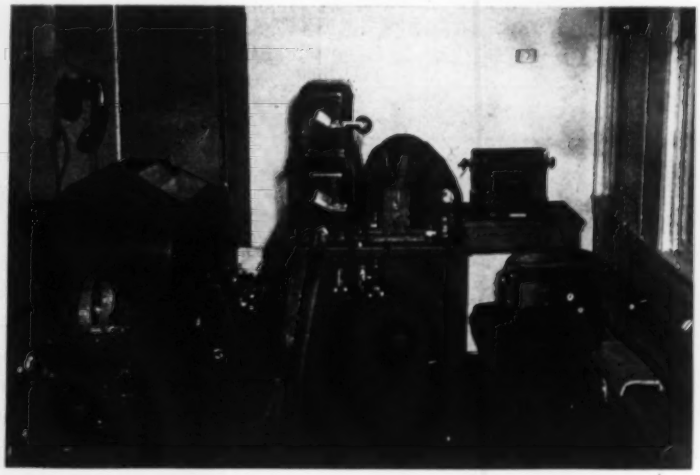
An inveterate traveler, the President had been almost out of contact with the world on his train trips, except through a broadcast receiver and the telegrams handed to his car at station stops.

After the first run Col. Greer began tinkering with the antennas. Here he had a few new problems to solve. First, the railroad wouldn't allow anything more than 14½ feet above the rails. Second, the installation must not be conspicuous.

The colonel continued his tests in the B&O freight yards in Washington, aided by one enlisted man, and he had a new antenna rigging on top of No. 1401 for the President's next trip. All the way to New Orleans and back Col. Greer contacted Army stations, reaching as far as Fort Sam Houston, Texas. Results were 100% (except for the tunnels).

Not satisfied, he increased trans-

(*Continued on page 72*)



ALL THE WORLD'S within reach of this radioteletype on the secret radio car attached to all Presidential trains since spring of '42. Teletype is at left, with coding machine at right. FM transmitter in background.

BROADCAST transmitter on Presidential train operates with 400 w 2 to 13 mc AM, and also handles code. President could broadcast from moving train. Mainly used for CW traffic during Executive trips.

Drawn for BROADCASTING by Sid Hix

"And now, Miss Jones, I'll show you what we mean by pulse modulation!"

Nets Take Stand Against 'Totalitarian' Broadcasting

(*See related story page 71*)

TWO major networks last week took definite stands against any tendency toward "totalitarian" broadcasting, by which they would be under pressure to join four-network hookups for speeches by Government officials (the President excepted, of course).

These reactions came from the sharp protest filed with Justin Miller, NAB president, by Wayne Coy, vice-president of WINX Washington and formerly special assistant to President Roosevelt [BROADCASTING, Oct. 15], based on the inability of WINX to carry the Oct. 5 broadcast of Secretary of State James F. Byrnes. The speech was heard exclusively on CBS but is understood to have been offered to NBC after CBS had arranged to carry it.

A spokesman for CBS, explaining its stand, said it felt only the President rates a four-network hookup. CBS opposes effort by any other Government official to commandeer a four-network hookup, viewing it as a step toward totalitarian broadcasting.

CBS claims it covers 95% of the country's population and almost anyone anxious to hear a speaker on its full network can do so. CBS objects to the idea of forcing all listeners to listen to one speech if they listen at all.

American's attitude is similar. Except for Presidential speeches or other rare occasions, American feels it isn't good public service for all networks to carry the same program, along with many non-network stations. American also terms this a definite curtailment of freedom of listening and contrary to the principles of free radio.

A. A. Schechter, Mutual director of special events, in a memo to Albert L. Warner, head of the WOL Washington newsroom, said the network is glad to make available to any station the broadcast by a high Government official of a vital message, provided the station arranges for its own lines to the MBS control room or nearest point of transmission. MBS leaves the matter of a credit line up to the station's discretion.

New FM Allocations in East Likely

CBS Plan to Equalize Coverage Supported At FCC Hearing

STRONG likelihood that an alternative plan of allocations for FM stations in northeastern U. S. will be adopted by the FCC appeared last week following a hearing to consider objections to proposed FM assignments in the New York metropolitan district.

A favorable reception was given by the Commission to a plan presented by CBS under which licensees and permittees in New York will receive more uniform coverage than that provided under the FCC allocations. In addition, the average coverage of all stations in Area I would be increased by 240 square miles, or about 3%.

'Very Good'

"The plan looked very good," E. K. Jett, engineer member of the Commission, told BROADCASTING following the hearing. "There is reason to believe a large part of it will be accepted." He explained that it would be necessary for the Commission's engineering department to check the data presented by CBS, which includes 60 maps, before action can be taken. He was hopeful the assignment problem can be cleared up this week.

As described by Joseph H. Ream, CBS vice-president, and William B. Lodge, CBS director of engineering, the plan involves a reshuffling of channel assignments which puts each of the three network licensees in New York on an identical basis as far as coverage is concerned, as is provided under the FCC plan, but reduces the variation of coverage between the various stations so that all serve areas almost equal in population.

Arranged to provide equality in physical facilities in each market insofar as possible, the plan, according to Mr. Ream, "avoids the prince-and-pauper result which has existed in present-day broadcasting and concentrates competition between stations in the field of programming. This should result in bringing the public a better program service."

The CBS plan was supported by NBC, American Broadcasting Co., Bamberger Broadcasting Co., and Capt. W. G. H. Finch, engineer and inventor.

To Avoid Delay

A determination on the part of the Commission to avoid any further delays in establishing FM service was shown during the proceeding. When Henry W. Ladner, assistant general counsel for NBC, suggested that hearings be held to determine the final allocations, Chairman Paul Porter asked: "How is FM ever going to get started if we start holding hearings?"

Mr. Ladner suggested that programming ought to be taken into consideration in the allocation of frequencies, whereupon Commissioner Charles Denny inquired as to how the FCC could discriminate between networks.

"By measuring the contribution each has made in the way of programs," he replied.

"You mean, measure the length of the tail on the coonskin cap?" asked Chairman Porter.

Commissioner Denny pointed out that Commission wanted to avoid complicated hearings "and get FM started." Mr. Ladner thought the issue could be determined by informal conferences.

Frank Scott, counsel for Bamberger Broadcasting Co., licensee of WBAM, pointing out that his company was one of the early pioneers of FM, asked for 98.9 mc instead of 96.9 mc assigned by the Commission but said he would accept the CBS proposal as preferable to that of the FCC.

He declared that 70% of the programs carried over WBAM have not been network programs and that the station is neither owned nor controlled by Mutual and should not be regarded as a network station. He said present plans do not provide for WBAM originating programs for an FM chain of stations.

Herbert Bingham, counsel for Marcus Loew Booking Agency, said his client would prefer to remain on channel 57 instead of being

(*Continued on page 73*)

NBC VIEWPOINT on FCC allocations for FM in New York was given by Henry W. Ladner, NBC assistant general counsel.

BOOTH SEEKING SIX MORE AM STATIONS

PLANNING expansion of operations in standard broadcasting, Booth Radio Stations Inc. has filed applications for six FM stations in Michigan and Indiana. John L. Booth, head of the company, is the owner of WJLB and WLOU (FM) Detroit.

The applicant is not to be confused with the Booth newspapers in Michigan, which will not be connected with the operation of the stations. However, Mr. Booth holds a minority interest in the newspaper enterprise which he acquired by inheritance.

The applications are for stations in Flint, Grand Rapids, Kalamazoo, Lansing, Saginaw, and Logansport, Ind. All are for 1 kw power except the last which is for 100 w. Estimated cost of the six stations, according to the applications, is $173,341. Plans call for network affiliations.

No question of multiple ownership is believed to be involved in the applications, as the FCC rules do not limit non-network ownership of stations in standard broadcasting, provided they are in different cities. Several companies now own seven or more stations.

Plans Drawn for National Radio Week

NAB, RMA, Nets Meet In New York For Check Up

FINAL plans for nationwide observance of National Radio Week Nov. 4-10 were drafted at a meeting of NAB, Radio Manufacturers Assn. and the networks, Oct. 18-19 at the Roosevelt Hotel, New York.

First time the combined interests had met for discussion of the week's events, the two-day gathering reviewed progress made by NAB and RMA, along with the networks' own plans. NAB was represented by the Public Relations Executive Committee and RMA by its Advertising Committee.

Tie-in With Loan Drive

Tie-in with the Treasury's Victory Loan Drive will feature observance of Radio Week according to Willard D. Egolf, NAB Director of Public Relations. Lt. (jg) David Levy, chief, Radio Section, Treasury's War Finance Division, has urged that State war finance chairman and other drive officials appear on local stations during the week to deliver tributes to the job radio has done during the war, especially in promotion of the war finance program.

RMA last week mailed to all radio dealers in the United States packets of material for promotion of the week. NAB planned to mail the booklets to stations. Booklets suggest methods by which dealers can join with local stations in promotion efforts.

ALL AMERICA will officially recognize National Radio Week November 4-10, culminating the 25th anniversary celebration that has featured 1945 broadcasting. Radio Manufacturers Assn. is spearheading the week with donation of a symbolic statuette to the NAB, plus plaques to all radio stations. RMA and NAB have developed big plans for local celebrations.

Featuring the RMA booklet is a facsimile of President Truman's July 3 letter to BROADCASTING, in which the President called for maintenance of the American system of radio, with regulation by natural forces of competition, and saluted broadcasters for their efforts in the cause of freedom.

Terming Mr. Truman's message "a ringing challenge", RMA pointed out: "That broadcasting has been a tremendous force in the prosecution of the war, and will continue to serve the nation in whatever emergency may arise is, of course, widely known.

"For broadcasting to have reached its present magnitude in such a short time, and to have become so potent and impelling a social force is not less than remarkable.

"This anniversary year, therefore, provides a rare opportunity for the entire industry—receiving set manufacturers as well as broadcasters—to tell its own story.

"RMA for many years has felt that recognition has been due the broadcasters for their service to the people, and that it, the RMA, would be remiss if it did not devote time and effort to reminding

(*Continued on page 71*)

RADIO manufacturing leaders of two nations met during the joint session of Radio Manufacturers Assn. and Canadian RMA at Rye, N. Y. Executives of two associations are (l to r): Stuart D. Brownlee, Canadian RMA executive secretary; R. M. Brophy (Rogers Majestic Ltd.), Canadian RMA president; R. C. Cosgrove (Crosley Corp. v-p), RMA president; Bond Geddes, RMA executive v-p.

Unsung Army Radio Men Covered ETO

Former Industry Personnel With Every Army in Europe

By 1st LT. DON L. KEARNEY

SOME OF RADIO'S own . . . former managers, announcers, producers and writers serving in the European Theater as radio officers . . . were among the most productive and least publicized soldiers in the war while it was being fought. Most of them served with the public relations offices and press camps of the various commands and while their voices were heard weekly on the NBC *Army Hour* and almost daily on the AEFP *Combat Diary*, their work is relatively unknown as far as the American radio industry is concerned. Little publicity was turned out on them, partly because they were with fighting units, the location and activities of which were being kept secret much of the time.

One of the most interesting radio stories yet came out of conquered Berlin. When the press camp was established for the Berlin District, Lt. George E. Fuller was one of the radio officers. He did the first military broadcast from the city on the *Army Hour*. A few days later when Military Government began to function, he called one of the MG offices to arrange some transportation. The officer in charge wasn't in, but his secretary, a German girl, took Fuller's message.

When the officer called Fuller back he had this to say: "Lt. Fuller, we've got your transportation all set. By the way, I didn't know who you were when I got your message, but my secretary knows you well. You see, she listened to your broadcasts to the United States and the BBC since last fall. She's told me every place you've been. She used to be on the German propaganda monitor service and one of her regular listening posts was your Ninth Army Press Camp transmitter." The girl had proven to the satisfaction of the MG officials that she wasn't a Nazi, despite the job she'd had, and was now working for the Americans.

When the Operation OVERLORD (D-Day invasion) was being planned, radio officers were assigned to two main units in England: 1) European Theater headquarters (ETOUSA), 2) 1st US Army Group (FUSAG), the field forces under Gen. Bradley. Initially there were none with Supreme Headquarters, although Col. Ed Kirby (formerly WSM Nashville and NAB) Chief of the War Dept. Bureau of Public Relations Radio Branch, on temporary duty with SHAEF, was directing radio policy guidance for the forces under SHAEF command. Lt. Col. Brooks Watson, now back with WMBD Peoria, was chief radioman for ETOUSA, and Lt. Col. Howard Nussbaum, former NBC director, for the field forces.

D-Day found two Army radio men going on the beaches, Lt. Jack Hansenn, a former KYSM Mankato, Minn. announcer, and Lt. Fuller, who before entering the service had been with NBC New York and WFBR in Baltimore.

Fuller was accompanying Tom Grandin, then an American Broadcasting Co. reporter, but when they lost their recording equipment in the surf and Grandin was injured, both returned to the United Kingdom. Fuller carried back with him the first press as well as radio eyewitness stories of the European ground invasion.

The 1st Army Press Camp came into being on the beach under the management of Maj. (now Lt. Col.) James Quirk, former WFIL Philadelphia account executive, with Lt. Hansenn as radio officer. When the 3rd Army became operational at the time of the breakthrough near St. Lo, Capt. Don Witty, former NBC writer, became its radio officer. When Gen. Simpson's 9th Army got into the fight, Lt. Fuller had that radio assignment. Col. Nussbaum and his able aide, Capt. Bob Hibbard, a former WGN writer, remained with the EAGLE (12th Army Group) headquarters (FUSAG was renamed 12th Army Group in France) until they reached Luxembourg.

Then they set up a shortwave transmitter in the city and ran the *Army Hour* and other programs from there, all the time supervising radio coverage by the frontline Army radio reporters. Maj. Thomas J. Dougall, former writer of the *Lone Ranger* and other WXYZ Detroit features, joined Lt. Hansenn at 1st Army in late June before the St. Lo breakthrough made Normandy a safe place to be. Together they worked on *Army Hour* spots and on *Combat Diary* in cooperation with Lt. Col. David Niven, peacetime film actor who was British co-director of the allied radio service, AEFP.

A short time later Capt. Witty was joined at 3rd Army by Sgt. Charles McCuen of Des Moines.

(*Continued on page 75*)

WRITER Don Kearney fought through the Ardennes offensive, wears the Infantryman's Medal. A veteran of WAGE Syracuse and USO radio, he sees the need for continued radio coverage of activities of the Occupation Troops. "The radio officers in Europe look with hope to the industry at home."

Rep. Patterson's Ire Aroused By Script Inquiry; Fight Looms

A FIGHT in the House over requests of the House Committee on Un-American Activities for scripts of seven commentators [BROADCASTING, Oct. 15] was threatened late last week as Rep. Ellis Patterson (D-Cal.) charged that the Committee's action resulted in the dismissal of three of the commentators.

He also announced he would circulate a petition to force a rule on H. Res. 58, introduced last spring by himself and Rep. Frank E. Hook (D-Mich.) to terminate the Un-American Activities Committee.

Patterson Statement

A statement released by Rep. Patterson's office said: "Aroused by the latest action of the Un-American Activities Committee, in causing three radio commentators to have been given notice by their sponsors since their scripts were subpenaed, Rep. Ellis Patterson (D-Cal.) said in an interview:

" 'Demanding these scripts from radio commentators is in complete violation of the principle of free speech. When we intimidate people by scrutinizing what they say, through such methods, we are curtailing and suppressing their right to think in the open.' "

On Thursday, Rep. Patterson was joined in his denunciation of the Committee by William Z. Foster, chairman of the Communist Party. Testifying before the Committee which is investigating Communist activities, Mr. Foster vigorously objected to the request for scripts addressed to stations and networks on which the commentators broadcast. He termed the action "un-American" and assured the Committee he would support the commentators in question.

Rep. Patterson charged that "big interests" doubtless were behind the move "to intimidate commentators". His prepared statement said:

Committee 'Un-American'

"The California Congressman took up the cudgel for the 11 nationally known commentators who have been subpenaed with their scripts. Walter Winchell, William S. Gailmor, Hans Jacob, John W. Undercook (sic), Lisa Sergio, Johannes Steel, Sydney Walton, J. Raymond Walsh, Frank Kingdon, Cecil Brown and Raymond Swing have all been wired support on their case by Patterson." The statement quoted the Congressman as saying: "The Committee has a past record which in itself is un-American and its procedures totally disregard the guarantees laid down by the Constitution."

The *New York Post* quoted Rep. Murdock (D-Ariz.), member of the Committee, as deploring release of the names of commentators whose scripts were requested. He said a general investigation had been approved by the Committee, but that he could see no point in mentioning names until some accusation was made.

A spokesman asserted, contrary to Rep. Patterson's charges, that no subpenaes were issued for any scripts. The Committee staff also denied that scripts had been requested of Walter Winchell, John W. Vandercook, Lisa Sergio or Frank Kingdon, although they pointed out that the Committee may ask for scripts of all commentators if necessary in its study of radio.

WCAM and WTNJ Are Denied Renewals; WCAP Is Rebuked

FCC last week, in a 17-page decision, undertook to unravel the intricate problems facing three New Jersey time-sharers.

Untangling the labyrinth of complications, it seems that three radio stations in New Jersey operating on the same frequency on a share-time basis were unable to agree among themselves upon a division of time. Two of the stations, therefore, asked to be allowed to share the time used by the third while the third asked for unlimited time on the frequency and the assignment of a different frequency to the other two.

Consolidating the various renewal and modification applications of the three stations, the Commission started work on the problem back in 1940, held hearings in late 1941 and again in 1943, and has since received additional evidence on the case. Exploring the ramifications involved, the Commission, among other things discovered:

1. The first station, WCAM Camden, operated by the city of Camden, had transferred approximately 85 per cent of its time to a company which was under no obligation to render a public service and which could subject the licensee to court action if it attempted to interfere with the selection of programs. The contract between the station and the company has since become the sub-

(*Continued on page 74*)

IOWA IS THE NATION'S FIRST FARM MARKET—

and WHO's Farm Service Programming HELPS TO KEEP IT THAT!

The State of Iowa containing only 1.3% of the land in the U. S. *(but containing 25% of all the Nation's Grade A farm land)* produces more than 10% of all America's food suppply. *Iowa is the FIRST state in the production of*

Corn (18% of U. S. total)
Hogs (20% of U. S. total)
Livestock
Eggs
Poultry
Oats

Iowa is also FIRST in the number of both horses and tractors used, value of farms, total value of farm property. *Iowa's total farm income in 1944 was $1,479,181,000.*

The cash income of the average Iowa farmer is the highest in the Midwest—second highest in the Nation. The Iowa farmer is *tops* in his trade. Compare these figures for 1944:

Iowa farmers	averaged	$7,562
Illinois farmers	"	5,870
Nebraska farmers	"	5,633
Minnesota farmers	"	4,292
Missouri farmers	"	2,952

WHO IS PREFERRED 6 to 1 BY IOWA FARMERS!

As shown by the Iowa Radio Audience Survey, 62.9% of Iowa's farmers "listen most" (daytime) to WHO—as compared with 11.4% for the *next* station.

This overwhelming preference with Iowa farmers is a result of spectacular Farm Service Programming which aims at far more than mere entertainment of WHO's rural listeners. *WHO helps Iowa farmers to be better and more prosperous business men.* "The Corn Belt Farm Hour", broadcast every Saturday noon, plus 24 *other special farm service programs every week*—the famed Corn Belt Plowing Match, the Radio Corn Festival, the Master Pork Producers' Project, the Radio Farm Institute, the National Tall Corn Sweepstakes—all contribute to *Iowa farming* as well as to WHO's preference by Iowa farmers.

TO SUM IT UP . . . .

Iowa is America's first farm market. WHO has played an important part in the increase of Iowa farm crops from $643,077,000 in 1939 to more than *double* that figure in 1944. And that is why WHO is *the preferred radio station* for 62.9% of Iowa's rural people.

WHO *for* Iowa PLUS

Des Moines . . . 50,000 Watts

B. J. Palmer, *President* J. O. Maland, *Manager*

FREE & PETERS, Inc., *National Representatives*

Petrillo, Net Heads Discuss FM Music

AFM Claims Contracts Bar Duplications Of Programs

SUMMONED by a telegram asserting that the dual broadcasting of musical programs on FM as well as standard transmitters is a direct violation of their contracts with the American Federation of Musicians, representatives of the four major networks met last Wednesday afternoon in the office of James C. Petrillo, AFM president.

After a thorough discussion of FM's past, present and probable future and its effect on employment of musicians, the meeting adjourned with Mr. Petrillo stating that he would consider what he had been told and would let the network executives hear from him then. Meeting was described as completely friendly throughout, devoid of demands, threats or ultimatums.

Net Representatives

NBC was represented by Niles Trammell, president, and Frank E. Mullen, vice-president and general manager; American by Joseph McDonald, counsel, and John H. Norton Jr., station relations manager; Mutual by Robert D. Swezey, vice-president and general manager, and Theodore C. Streibert, executive vice-president; CBS by Frank K. White, vice-president and treasurer.

Mr. Petrillo reviewed former discussions of FM between the union and the broadcasters, including the demonstration of this type of broadcasting put on by NBC at the midwinter meeting of the AFM international executive board in Chicago a year and a half ago, and the union's protest a year ago over the duplication of network musical programs on FM stations operated by the owners of standard affiliate stations. A meeting planned at that time on the subject never materialized. Now he wanted to know about the present status of FM and why the musicians should not be paid for this dual use of their performances.

The broadcasters, with Mr. Trammell and Mr. White making the major part of the presentation, explained that the duplicate broadcasts are permitted as a favor to affiliates and as an aid to future development of FM broadcasting. They pointed out that at present most FM receivers are combination sets also able to tune in standard broadcasts, so that FM listeners were not additional listeners but merely a part of the normal standard audience. They explained that the advertisers whose programs are broadcast by both FM and AM make no extra payments to the networks for this service and that the networks do not pay the stations, so there is no additional revenue from it at present. Therefore, they argued, there should be no additional payments to musicians or other performers.

Source of Employment

The radio delegation described FM as a source of increased employment for musicians as it develops, citing the eventual increase in the number of stations this new medium will create and the eventual employment of musicians by each of these new stations. Wage scales, they said, should be set when this development has occurred and should be prepared in accordance with the income of FM stations at that time.

FCC Ignored Service, WOKO Argues

Plotkin Queried About Public Interest By Court

QUESTION of whether the FCC can determine "public interest, convenience and necessity" through concealed minority ownership in a licensee corporation was placed before U. S. Court of Appeals for District of Columbia last week in argument in the appeal of WOKO Inc., licensee of WOKO Albany, N. Y., from Commission decision denying renewal of license.

WHETHER concealed ownership can be interpreted by the FCC as not in the "public interest, convenience and necessity" is a question to be decided by the U. S. Court of Appeals for the District of Columbia in the Commission's denial to renew the license of WOKO Albany, N. Y.

At argument before a three-justice panel of the Court last Thursday, William J. Dempsey, counsel for WOKO Inc., the licensee, contended that FCC did not take into consideration the 15 years of public service given the people of Albany by the corporation. Harry M. Plotkin, FCC assistant general counsel and chief of litigation, argued that the Commission was justified in denying the renewal because it developed after investigation and hearings that Sam Pickard, former Federal Communications Commissioner, owned a 24% interest in WOKO Inc. that was not reported to the FCC.

First Radio for Two

Associate Justices E. Barrett Prettyman and Wilbur K. Miller, recently named to the Court [BROADCASTING, Oct. 1], sat on their first radio case with Chief Justice D. Lawrence Groner. Questioning by both Justices Prettyman and Miller developed these facts:

1. That the Communications Act does not require the FCC to make a specific regulation requiring the listing of beneficial stockholders.

2. That the Commission contends one of the "basic elements" in judging whether a licensee can operate in the public interest, convenience or necessity is "a man's ability to tell the truth".

Mr. Dempsey argued that the only dispute at issue was whether Harold E. Smith, general manager and 25½% owner of WOKO, knew in 1934 when the Pickard stock was transferred on record to R. K. Phelps, Mr. Pickard's brother-in-law, that Mr. Phelps "was really a dummy".

Mr. Dempsey contended that Mr. Pickard's interest, even in combination with any other stockholder, did not constitute control and therefore the Commission could not be concerned about it.

"The Commission didn't concern itself with the future operations of the station," he said. "They wanted to punish Smith and Pickard."

Mr. Plotkin told the Court that "until 1937 or 38" the FCC asked licensee corporations for the names of stockholders of record. Since that time, however, Commission rules provide that the licensee corporations must state "who the record owner is and the beneficial owner".

Authorizes FCC

Justice Miller asked if the statute requires the Commission to determine the beneficial ownership. Mr. Plotkin said it does not require, but authorizes the Commission to make such determination. "The Commission has a good deal of latitude and discretion in the licensing of stations," he added. Mr. Plotkin told the Court the WOKO record showed a "misrepresentation as to the beneficial owner, not as to the owner of record".

Justice Prettyman said: "The Act says public interest, convenience and necessity. How do you fit that into your argument?"

Mr. Plotkin cited Section 308(b) and 312(a) of the Act and declared: "We say one of the basic elements is a man's ability to tell the truth." He contended that under the Communications Act the Commission is authorized to revoke a license in case of false statements.

Commission counsel said WOKO Inc. could reorganize and file an application for the WOKO facilities "and we would have to consider it" but that WOKO had taken no such steps. Mr. Dempsey, in rebuttal, countered that WOKO had offered a reorganization plan whereby Mr. Pickard would be out, and Mr. Smith and Raymond M. Curtis, also 25½% owner, would divest themselves of control, but that the FCC had denied licensee's petition for rehearing in which the reorganization was set forth..

Two applications for the facilities of WOKO have been filed since the Commission announced its decision late last May [BROADCASTING, April 2]. A few weeks ago Albany Broadcasting Co., composed of Albany businessmen, filed for 1460 kc with 500 w nights and 1 kw days [BROADCASTING, Sept. 3]. A fortnight ago Fort Orange Broadcasting Co., composed of Albany and Troy businessmen and women, filed for the same facilities, but seeking power of 5 kw [BROADCASTING, Oct. 15].

License of WOKO has been extended to Nov. 30 on a temporary basis, pending outcome of the appeal. Mr. Dempsey asked that the FCC decision be reversed and the case be remanded to the Commission.

3 Stations Nearing Union Agreement

WAPO, WRBL, WGPC Are Reported in Negotiations

THREE MORE stations whose disputes with local unions of American Federation of Musicians have threatened the entire CBS and NBC networks were reported to be nearing agreements with AFM locals late last week.

R. G. Patterson, manager of WAPO Chattanooga, NBC outlet, said an agreement calling for a "25 to 30%" increase in pay for six staff muscians had been reached by the station and the local and was expected to be signed Saturday or today (Oct. 22).

Two CBS outlets in Georgia, WRBL Columbus and WGPC Albany, were reported by spokesmen to have reached "a general, tentative agreement" with the local. But the spokesmen said no contract had been formulated and that negotiations were continuing.

Both WRBL and WGPC are owned by members of the J. W. Woodruff family. The union is understood to be demanding employment of one musician; it was on this point that the "tentative agreement" was said to have been reached. The station has had no union contract heretofore, spokesmen reported.

Mr. Patterson said WAPO has been using the services of only one of its six staff musicians: a pianist who he said was used half an hour a week. The old contract expired Aug. 13.

Contracts with WAPO WRBL and WGPC would take away the last stations of those which AFM cited when it pulled musicians off *Fitch Bandwagon* and *Carnation Hour* on NBC Sept. 30 and Oct. 1 and *Prudential Family Hour* on CBS Oct. 7. Two others on the list, WSMB New Orleans and WDOD Chattanooga, have signed contracts [BROADCASTING, Oct. 8, 15].

It will be pretty again

Oh, sure, it's barren and bleak and all undressed . . . but the shape is there and leaves will make it beautiful once again.

That's just about the way smart manufacturers and alert advertisers are thinking about their own blighted markets. Territories that have been neglected . . . shorn of merchandise and sales attention.

They are puny skeletons now . . . maybe even ugly . . . but there's going to come a time!

And that's when you'll want an advertising medium that delivers. In radio, in the country's sixth largest city . . . an independent does the big job. W-I-T-H, in Baltimore, delivers more listeners-per-dollar-spent than any other station in this five-station town. Facts to prove it are available.

And if your job is setting up radio budgets, you owe it to yourself to see those facts.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

TRIPLE COVERAGE *where it Counts*

WCMI will sell for you on a low cost per listener basis in this busy industrial tri-state market . . . Coverage where it counts most.

- Only 8.5 miles from the WCMI Transmitter to the center of population in Huntington, W. Va.
- The Retail Sales Total for counties in WCMI Primary Area—over $90,000,000 (1944).
- There are 53,451 Radio Homes and 289,617 people in the WCMI Primary and Secondary Areas.

JOSEPH B. MATTHEWS, Manager

NUNN STATIONS
WCMI, Ashland, Ky. Huntington, W. Va.
WLAP, Lexington, Ky.
WBIR, Knoxville, Tenn.
KFDA, Amarillo, Tex.
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

WCMI
A NUNN STATION

Huntington, W. Va.
Ashland, Kentucky

REPRESENTED BY THE JOHN E. PEARSON CO.

AN AFFILIATE OF CBS

British Resume Prewar TV, U. S. Advised to Follow Suit

BRITISH television is being resumed on prewar standards, with first test transmissions scheduled in the near future and public service to be started as soon as the return of video technical and program experts from the fighting services permits. William J. Haley, director general of the BBC, expressed these views in an address from London to the Monday luncheon meeting of the Television Institute held Monday and Tuesday at the Commodore Hotel, New York.

Two-day session, comprising panel meetings on programming, operations, production, management, advertising and merchandising, and roundtable seminars on directing, writing, producing, acting, education, special events, employment and retailing, was conducted under the auspices of *Televisor* magazine, and was attended by some 450 persons. Irwin Shane, editor and publisher, announced the Institute as the first of an annual series.

Mr. Haley pointed out that when "it became clear that one of the problems that would face television after the war was whether it was to go on where it left off or whether there should be a delay while some even more highly developed system was perfected," the British Government appointed a committee to decide the problem. The committee's unanimous decision, he said, "was to get television going for the public at the earliest possible time after the war."

Mr. Haley continued: "If at some stage in our geographical progress we discover that the new and perfected system has become a practical proposition, then we will run the two systems in parallel, side by side. The owners of sets capable of receiving the present system will be given a guarantee of so many years service."

Similar Guarantee in U.S.

A similar guarantee for American set-owners and broadcasters was asked at the Monday morning operations panel by its chairman, Dr. Alfred N. Goldsmith, consulting video engineer. After a discussion of the studio and transmitting apparatus needed for television broadcasting, during which Howard L. Perdiue of General Electric Co. reported that a 5 kw video set-up would cost $73,650 and a 50 kw station $268,500, plus the cost of buildings and installation, Dr. Goldsmith stated: "It is absolutely unfair to ask anyone to go into television broadcasting unless he is guaranteed ten years of operation without change in standards."

James Lawrence Fly, former FCC chairman, speaking at the Monday luncheon, said that "with all deference to the BBC" the American system of broadcasting supported by advertising "is the only one which can carry the load." Hailing television as having the potential "which will overshadow all other media of advertising," Mr. Fly declared that "only the generous support of American industry and advertising will create and maintain a national system of the quality we have a right to look forward to."

In a detailed analysis of media costs presented at the Tuesday morning panel on advertising, Paul Raibourn, president of Television Productions, showed that radio delivers a sales message at a cost of two-tenths of a cent per listener, magazines at three-tenths to four-tenths of a cent per reader, and newspapers at a cost of a half-cent per reader. Television today, he said, costs more than sound radio to produce, but he predicted that when television becomes a developed factor in advertising the production costs will be cut to only half again as much as sound radio.

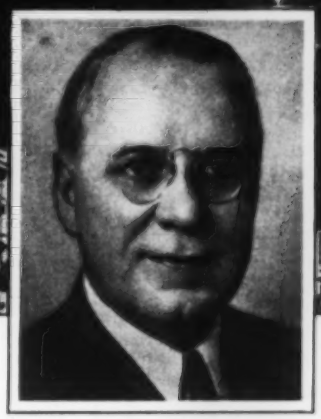
Durbin Speaks

Charles J. Durbin, assistant director of advertising, U. S. Rubber Co., in a talk illustrated with slides, described the experience of his company in dramatizing their products on television, and Ray Nelson, vice-president, Charles M. Storm Co., related some of this agency's experiments with this new advertising medium. Richard Manville, research consultant, chairman of the panel, pointed out that television will be a successful advertising medium when the advertiser begins to get back a dollar plus for every dollar spent for television and urged the industry to start now to collect case histories on the effectiveness of all commercial video programs in making sales or pulling mail as a guide for the future.

Describing tests of "every sort of program fare possible" made by WABD, DuMont station in New York, Samuel H. Cuff, general manager, said that televiewers whether in New York or an isolated hamlet are "folks at home who want friendly, sincere, honest unsophisticated entertainment."

Other speakers at the two-day Institute included: Richard Hubbell, production manager and television consultant of the Crosley Corp. broadcast division; Paul Adley, video film director of NBC; Harvey Marlowe, television consultant to American; Helen Rhode, producer at WRGB, the GE station at Schenectady; Worthington

(Continued on page 38)



LEONARD P. REAUME

WILLIS H. HALL

Greatest Construction Program in City's History Predicted

Steam shovels are gouging the earth and riveting machines are hammering out the first lively staccato in a Detroit building program which experts believe will surpass anything in the city's history. This program covers all types of building from new factories to new homes; from extensive additions on present buildings to complete remodelling jobs. Here are typical observations by authorities:

LEONARD P. REAUME, past president of the National Association of Real Estate Boards and the Detroit Real Estate Board, recently said: *"With the business of war at an end Detroit industries have a collosal demand for their products. It will take years of the highest possible production to catch up on existing demands . . . Detroit is like an overgrown child, it needs everything."*

WILLIS H. HALL, manager of the industrial department, the Detroit Board of Commerce said: *"There are only 2,500 acres of industrial land available in Detroit, and over half of this is owned by industries planning new construction . . . As for the construction picture in general we haven't seen anything yet in this town compared to what is coming."*

Another basic industry is just swinging into action and a new era of prosperity is dawning for Detroit as the great automobile industry gets into production on its first postwar, 6,000,000 car year. Raise your quotas and keep your sales sights trained on this market. And remember, WWJ, America's pioneer radio station, is the preferred station in Detroit.

WWJ

America's Pioneer Broadcasting Station—First in Detroit

Owned and Operated by The Detroit News

950 KILOCYCLES—5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY

National Representatives

NBC Basic Network
Associate FM Station WENA
Television C.P. Pending

Scores of powerful locomotives like this one operate in Utah on four trunk line railroads. Through this state goes 70% of the nation's enormous east-west rail traffic.

Approximately 20,000 Utah residents work for the railroads. They receive about $50,000,000 a year in wages and salaries—nearly $1,000,000 a week. This spendable income is an important factor in Utah's business vitality.

Local Advertisers Know KDYL Brings Results

Railroad men and their families look to KDYL for their favorite network shows and for local features that sparkle with showmanship. Local *and* national firms know by experience that sales messages on this station bring results.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative: John Blair & Co.

Russian Domination of Radio Berlin Is Admitted by Eisenhower in Report

SOVIET domination of Radio Berlin, which under Allied occupation terms was to have been controlled by the Allied Council, was admitted by Gen. Dwight D. Eisenhower in a report last week to the War Dept. on occupation progress.

The report confirmed the observations of the U.S. Broadcast Mission to ETO, which last August visited Radio Berlin and found the station directed and manned by Russians or German Communists. This condition prevailed in spite of the fact that the station was located in the British sector of Berlin and despite the understanding that all four Allied powers would participate in its policy and technical control.

Berlin radio is "under Soviet censorship and Communist direction and has not to date been generally or freely available to political parties or leaders other than Communist," Gen. Eisenhower reported. "A proposal has been made for quadripartite control of Berlin radio, and other measures are being studied."

Gen. Eisenhower concluded that the Communist Party holds a majority of the strategic posts in the Berlin Magistrate and in the administration of the Berlin municipalities. He added, however, that informal reports indicate that a fair and impartially supervised election in Berlin would not support the present Communist Party dominance.

The Broadcast Mission found that few, if any, Americans had been in the Berlin studios, former radio headquarters of the notorious Goebbels. Brig. Gen. Samuel Thomas told BROADCASTING's correspondent during that visit that although he nominally had a one-fourth voice in the station's operation, he set foot inside the station for the first time on the coattails of the American group.

Fightcasts Slated

FIFTY-TWO week contract for major boxing bouts over full Associated Broadcasting Corp. network has been signed by Adam Hats, New York, through Buchanan Co., New York. First bout, between Archie Moore and Homer Williams for light-heavyweight championship of world, comes from Baltimore tonight (Oct. 22) with Sam Taub doing blow-by-blow description. Second fightcast will originate Oct. 29 at Cleveland and third Nov. 5 at Philadelphia. All three will be heard 10:05 p.m. EST to conclusion. Schedule calls for other feature bouts from Washington, Detroit, and Chicago, with additional fights to be scheduled later. A preview of scheduled bouts was presented on Associated last Thursday, 8:30-9 p.m., with sports figures, boxing contenders, and sports commentators in many cities participating.

Ray to Make Survey

SURVEY to secure data for submission to FCC in its study of proposed rules and standards of good engineering practice for operation of industrial electronic heating equipment will be conducted by Garo W. Ray, consulting radio engineer, Bridgeport, Conn. The Society of Plastics Industry appointed the Ray organization to make a survey of radiations from presently used apparatus in industrial centers in order to get necessary measurement data on the plastics heating angle for FCC consideration.

WPEN IS SUSTAINED BY APPEALS COURT

THIRD U. S. CIRCUIT COURT of Appeals in a unanimous opinion Oct. 12 rejected an appeal by eight religious groups seeking to compel WPEN Philadelphiaa, to sell them time on the air.

The decision sustained Federal Judge William H. Kirkpatrick, who in one of the first cases of its kind, last April refused to grant the plaintiffs a decree against the station, owned by the *Evening Bulletin*. The religious groups brought suit last Feb. 20 after WPEN announced it would cancel their "paying" contracts as of April 1 and instead grant "free time" to all religious groups.

Circuit Court decision, written by Judge John Biggs Jr., senior member, and concurred in by Judge McLaughlin and Judge Curtis L. Waller, held that the plaintiffs had failed to show cause for action and held that the station was free to make its own choice of programs, to sell time as it saw fit and to allow free time on the same basis.

"A broadcasting station is not a public utility," the decision stated, "in the sense that it must permit broadcasting by whomever comes to its microphone."

Suit was brought by Non-Sectarian Tabernacle; Pilgrim Hour; Highway Mission Tabernacle and Young People's Church of the Air, all of Philadelphia; Rev. Carl McIntire, pastor of Bible Presbyterian Church, Collingswood, N. J.; the Wiley Mission and Wesleyan Methodist Church of Camden, and the Word of Life Fellowship of New York.

Bendix Flyers Escape

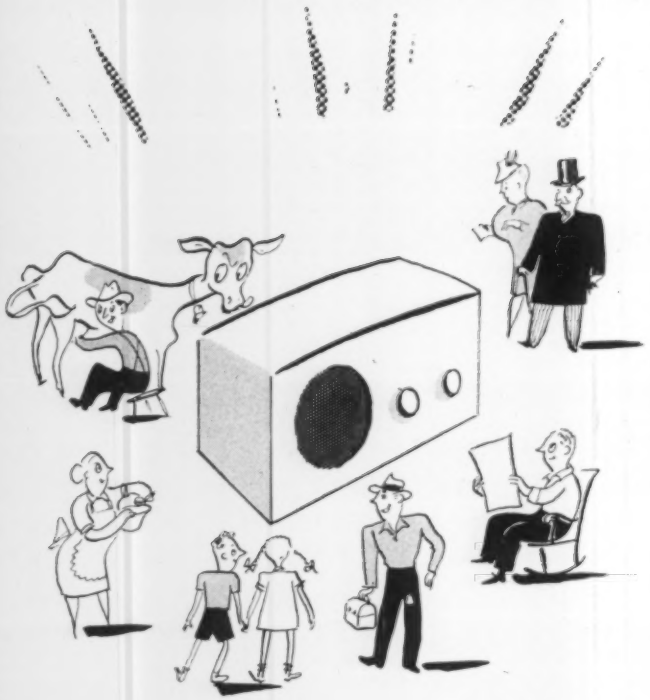
TWO BENDIX Radio Corp. flyers and an Army major, flying a plane used to test aviation radio and radar equipment, escaped serious injury when their plane crashed into the Potomac River at Washington on Oct. 18. Occupants were George Bevins, C. N. Hopkins and Maj. Levi Dice.

AT 10:15 P. M., NEW YORKERS WHO LIKE OLD TIME MUSIC SWING THEIR DIALS TO WOV . . .

EVER hear of a girl "hill billy" disc jockey? WOV has one in Rosalie Allen. And Rosalie does a great job of selling her fast moving "Prairie Stars" program and the products and services of her sponsors to New York's tremendous radio audience. "Prairie Stars" is broadcast every evening at 10:15, Monday through Saturday. It's an appealing, entertaining, recorded show featuring hill billy tunes and American folk songs. A limited number of participating spots are available.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS



It's Radio Listenin' Time In Eastern Iowa—

and WMT is a MUST if you want to reach the 1,200,000 people within its 2.5 MV line!

Eastern Iowa offers advertisers a tremendous post-war audience that can be reached—and sold—with one tremendous sweep by WMT. For WMT leads every other Eastern Iowa station in popularity—both day and night—providing exclusive Columbia programs at Iowa's best frequency—600 KC with 5000 watts.

Contact us at once for availabilities and market data.

Represented by
KATZ AGENCY

FTC HEARING OPENS IN P&G TEEL CASE

HEARING for taking testimony in the case in which Federal Trade Commission charges Procter & Gamble Co., Cincinnati, with false representations disseminated by radio continuities and other means in connection with the liquid dentifrice "Teel" was started before an FTC trial examiner in Boston last week.

FTC complaint, dated April 2, 1943, accused P&G of falsely representing that most of the popular tooth pastes and powders contain abrasives and in the course of normal use cut cavities which require filling in the softer portions of the tooth structure exposed by receding gums; that a large proportion of the public are constantly exposing their teeth to serious damage by using tooth pastes and powders generally sold; that Teel is a revolutionary discovery in dental science, cleans teeth "utterly" or to highest degree, is a complete and satisfactory substitute for popular brands of tooth pastes and powders, and that the insolubility, in water, of the ingredients in tooth pastes and powders is evidence of the presence of harmful abrasives.

The complaint said these representations were unfair to the public and to competitors.

Farm Conference

TO SERVE rural listeners in the Carolinas, WBT Charlotte will cover the Southeastern Farm Conference, in Anderson, S. C., Nov. 14, according to WBT General Manager Charles H. Crutchfield. An address by Clinton P. Anderson, Secretary of Agriculture, will highlight the meeting of thousands of farmers and agricultural leaders of the two Carolinas and Georgia. It will be broadcast through WBT to a special network of stations in the area represented. Grady Cole, WBT farm editor, who will announce the program, is handling arrangements for the broadcast. Governors and U. S. Senators from many Southern states, and farm bureau officials will be present.

Radio for Sales

RADIO ADVERTISING was cited by the Domestic Distribution Department Committee of the U. S. Chamber of Commerce last week as one means of building sales to new levels. In a report titled *Distribution: A Key to High Employment*, the committee also suggested improvement in quality of advertising by correcting "too frequent radio commercials", ads that are "objectionable" and other promotion and advertising "which attributes to all competitors faults true only of a few". Report was prepared for guidance of progressive distributors and distributing organizations in the task of finding markets for 30 to 50% more goods and services than ever before consumed in U. S.

McCarty Will Get An Award of Merit

Presentation Slated Oct. 23 At Meeting of SBC Committee

EXECUTIVE COMMITTEE of School Broadcast Conference, meeting in the Hotel Morrison, Chicago, Tuesday (Oct. 23), will present its annual Award of Merit to Harold B. McCarty, director of WHA Madison, U. of Wisconsin station, for "outstanding and meritorious service in educational radio." The award will be presented by Miss Judith Waller, public service director, midwest division, NBC.

Mr. McCarty

Mr. McCarty, associate professor and director of radio education at the university, is founder of the *Wisconsin School of the Air* and past president of NAEB. WHA claims to be the oldest station in the nation, having started broadcasting in 1919. It has been awarded 24 citations in the American Exhibition of Educational Radio Programs.

The Executive Committee, composed of Chicago educators and radio executives, with an advisory committee of 50 school administrators and radio executives throughout the country, will make a blanket citation to the Philadelphia public schools and four Philadelphia stations for outstanding work in radio as an educational medium. The stations: KYW WCAU WFIL WIP. The citation, presented by George Jennings, acting director of the Radio Council of the Chicago Public Schools and director of the conference, will be awarded to Miss Gertrude A. Golden, district superintendent, Philadelphia public schools, as director of the in-school programs prepared for broadcast over the Philadelphia stations.

A separate citation will be awarded Royal E. Bright, instructor of the John B. Stetson Junior High School, Philadelphia, for classroom use of the CBS-prepared *American School of the Air*.

Eight Chicago teachers using programs released by WIND WJJD WLS WBBM and WBEZ (Chicago Board of Education station) will receive citations, as will teachers using programs released over KOAC Corvallis, Ore.; KMBC Kansas City; WBOE (Cleveland Board of Education station); WNYE and WNYC, New York school and city stations.

Commentators Feted

FIRST in a series of cocktail parties given by International News Service honoring news commentators was held Oct. 19 for John B. Kennedy, American commentator, at Club 21, New York.

Business Leaders plan for *Louisville!*

☆ Gamble Brothers *plans . . .*

GAMBLE BROTHERS manufacture wood parts for factories throughout the country, who assemble these parts into furniture, pianos, radio cabinets, display fixtures, novelties and industrial equipment.

Prior to the war Gamble Brothers employed about 270 people. During the war this was reduced to around 205 people, due to the manpower shortage. In the postwar period the company plans to not only expand its activity in regular lines of manufacture but also to develop new products and put to commercial practice some of the new techniques and developments in wood that have come out of this war. For this purpose Gamble Brothers has divided its merchandising activities into three divisions: (1) Wood Parts Division, which will manufacture and sell all those products manufactured prior to the war. (2) Laminated Products Division, which will handle heavy laminated products, built up from wood into both curved and flat sections for marine use, structural use, tanks, and other purposes. These products are the result of much research and development work done by our company during the war for supplying heavy and long timbers for wooden ship construction, as well as for other war uses. This product is a new development in wood and permits the combining of many species, each for its particular mechanical properties, into structural members. By using new and special types of adhesives, materials so laminated will withstand the most adverse weather conditions and other conditions of use that can be imposed on it, for anything that will destroy the strength of a glue bond will actually destroy the wood fibers first. (3) Special Products Division, which will manufacture special products, which are completely fabricated and ready for customer use. This will include items such as laminated paddles, oars, and other products.

The three merchandising divisions of the company will be backed by research facilities for improving old products and developing new products made from wood.

Just as soon as we get into full production in all three divisions our number of employees will exceed our pre-war level.

C. D. DOSKER, *President*

☆ Jeffersonville Boat and Machine Company *plans . . .*

OUR COMPANY has emerged from its war work a vastly expanded organization. Prior to 1941 our operations covered 13.3 acres and we employed approximately 600 people in our work of building and maintaining barges and tugboats. At the close of the war our operations covered 96.3 acres with facilities that will permit us to enter new fields of endeavor.

We quite naturally will continue to maintain and repair barges and towboats for the parent organization, the American Barge Line Company and other river transportation companies. We have on our books orders for the construction of 50 new barges.

One of our new lines is the construction of machinery and at the present time we are in production on contracts for DuPont, Colgate and the Louisville Drying Machinery Company. In addition to this we are in a position for the first time to manufacture transportation equipment such as mine cars and railroad cars, for which there is a starving market. Among other postwar possibilities are water tanks, stoves, gas bottles, steel structures of all kinds and Marine and industrial repairs.

Of course, we don't expect to maintain our peak employment we reached during war contract work, but our present estimate calls for 2,700 employees, which is 4½ times our pre-war level.

We are looking forward to years of good business.

PATRICK CALHOUN, *President*

No. 2 in a series of messages about plans for Louisville

We should like to send you a copy of our 40-page book "28 Business Leaders Plan for Louisville."

The Courier-Journal
THE LOUISVILLE TIMES
Radio Station WHAS

FM PIONEERS SPEAK—FOURTH OF A SERIES

Judicious Program Control Needed by FM

Advertisers Served Best by Pleasing The Listeners

By LESTER H. NAFZGER
Vice-President
RadiOhio Inc., Columbus, O.

THIS IS THE FOURTH and last of a series of articles on FM written by pioneers in that field of broadcasting. Lester H. Nafzger, vice-president in charge of engineering of RadiOhio Inc., Columbus, O., here outlines his views on sale of time and programming. Manager of WELD Columbus since 1939, he entered broadcasting 10 years earlier. He has been chief engineer of WBNS Columbus (formerly WCAH) since 1930, was chief engineer of WAIU Columbus (now WHKC) in 1930-31 and of WSEN-WCOL Columbus in 1935-37, and has been in charge of experimental facsimile station W8XUM Columbus since 1938.

DUE TO THE FREEZE on receivers and the resulting limitations, we have not felt we could justify the sale of time. Therefore we have devoted our efforts to programming, engineering and promotion.

We have, with the cooperation of local merchants, experimented with a sales plan and have proposed a new sales method, as covered in our brochure on WELD and FM.

Our attitude toward the sale of time is one of wanting to correct some of the mistakes which many recognize in standard broadcasting. The competition in standard broadcasting has perhaps to a certain extent caused many broadcasters to relinquish the policies and controls which they normally would exercise. With the growth of broadcasting and its commercial success, it has been difficult to consider methods which might appear to be restrictive to this continued success.

We believe, however, that the increased number of broadcasting stations, resulting from FM, will provide the opportunity to try new methods. And we believe many AM operators, in addition to those not previously in broadcasting, will take advantage of their opportunities.

Study Public Opinion

As a pioneer in FM we have proven the technical merits of FM to our satisfaction. Therefore our future, in competition with others, depends upon what we have to offer in addition to an improved method of broadcasting. Our future leadership depends upon the service we provide and the degree of acceptance of this service by the public. It is therefore proper that we should study carefully the stated likes and dislikes of the public as applied to present broadcasting.

Mr. Nafzger

In considering these likes and dislikes it is apparent that we, as a broadcaster, must exercise a reasonable amount of control over our programs and service if we are to attain the success we foresee. Since sales and programs go hand in hand it is obvious that the control must start with the sales structure. For this reason we have proposed a sales plan as a suggested method of establishing this control and providing a more desirable and effective service for both the listener and the advertiser.

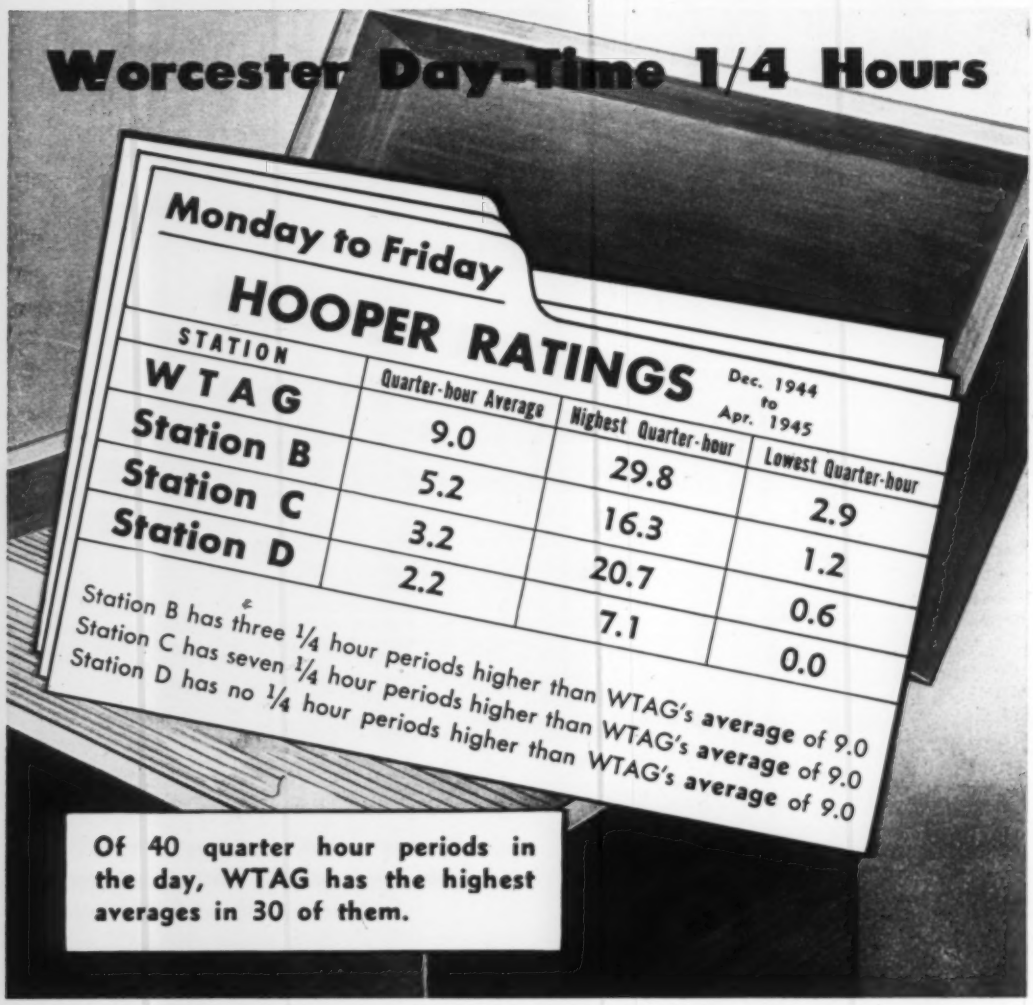
This proposed sales plan is not restrictive, but tends to maintain a better program balance and a better ratio between program and advertising content. The basis of the plan is the placement of programs within the overall schedule as necessary to a pleasing service, and a control over the amount of commercial wordage. The commercial wordage control is not restrictive but encourages better and more effective continuity.

Please the Public

To please the public is to serve the advertiser; we should strive to accomplish this fact. A continuous sequence of programs of any given type over an extended period of the broadcaster's schedule results not only in a poorly balanced program schedule but renders less effective the service which should be available to the advertiser.

This means certain types of programs should be specified within the overall schedule. To do this the broadcaster, who is responsible for his program service, must exercise

(*Continued on page 30*)


Worcester Day-Time 1/4 Hours
Monday to Friday
HOOPER RATINGS
Dec. 1944 to Apr. 1945
STATION
Quarter-hour Average
Highest Quarter-hour
Lowest Quarter-hour
WTAG 9.0 29.8 2.9
Station B 5.2 16.3 1.2
Station C 3.2 20.7 0.6
Station D 2.2 7.1 0.0
Station B has three 1/4 hour periods higher than WTAG's average of 9.0
Station C has seven 1/4 hour periods higher than WTAG's average of 9.0
Station D has no 1/4 hour periods higher than WTAG's average of 9.0
Of 40 quarter hour periods in the day, WTAG has the highest averages in 30 of them.

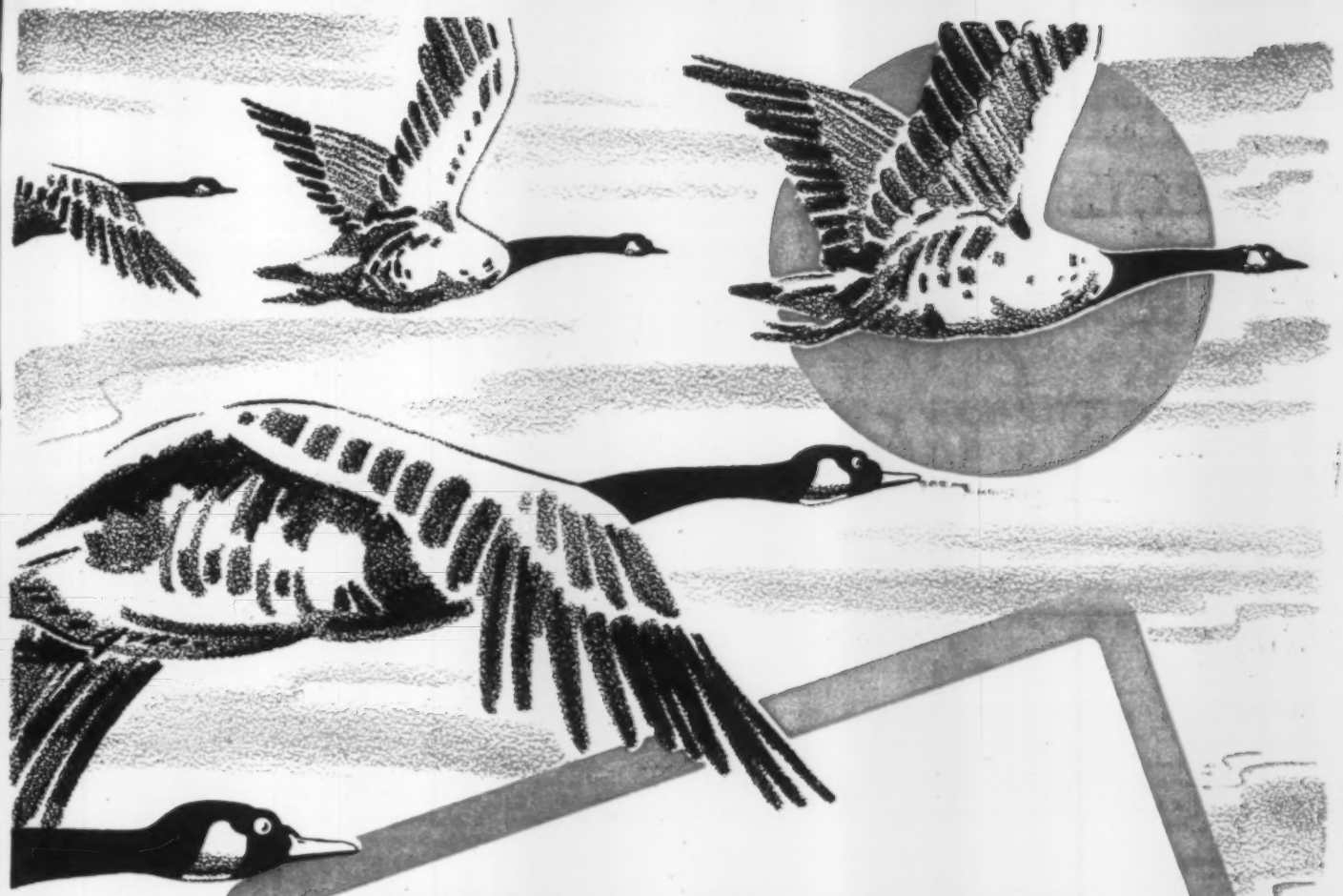
PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

BASIC CBS

580 KC 5000 Watts

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE



WELL PLACED!

EXPERIENCE MAKES THE LEADER

WSPD's 24 years of experience with every type of radio sales campaign, plus the top NBC shows, guarantee that your advertising over WSPD is well placed —at the head of the "what-to-hear" list of more than one and one-half million prosperous prospects in Northwestern Ohio and Southern Michigan.

JUST ASK KATZ

WSPD
TOLEDO, OHIO
5,000 WATTS

IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT

A FORT INDUSTRY STATION

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE

North Carolina's rural prosperity is a significant factor in her total buying power. North Carolina alone produces 28.9% of the total value of all principal crops raised in all nine other Southern states, combined. According to the Sales Management Estimate for 1945, gross farm receipts here exceed those in the next-ranking Southern state by more than 250 million dollars. The North Carolina figure is more than double the *average* for the nine other Southern states. Isn't that proof of North Carolina's *buying power?*

and WPTF at RALEIGH IS NORTH CAROLINA'S No. 1 SALESMAN!

With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF at Raleigh is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS — NBC
RALEIGH, N. C.

Free & Peters, Inc., National Representatives

FM Pioneers

(*Continued from page 28*)

the necessary amount of control. By the use of transcriptions and delayed broadcasts this program balance is entirely practical.

We believe the various program types should be provided in the correct ratio of listener preference, as shown by surveys. To provide a basic program schedule of any given type is automatically restrictive to broadcasting, and we should not select any particular type for criticism. For every person critical of dramatic programs there is probably one for popular music, another for classical music and another for news. The success of any broadcast service in a restricted field of programming is the result of an inadequate program balance on the part of others.

Look Into Future

It is natural that there should be objection to any sales plan which might appear to be restrictive. When business is good we stick to the beaten path, but we must look into the future, a little beyond today and tomorrow. We must recognize that the productive hours of our daily schedule are limited, affecting both sales and programming. We must look upon our program schedule as so many pages of broadcasting, completing a daily service. We must place a value upon these productive hours accordingly, both in sales and programming.

We cannot sell the nonproductive hours and we cannot balance our program schedule by use of these hours. Therefore our commercial plans, rate and programming should reflect the restrictions of our daily schedule in terms of productive hours.

We find no logical basis for the contention that sponsorship has a bearing on the public service value of programs. Outstanding programs develop with sponsorship as a general rule, although the method of sponsorship in some instances may be subject to question. It is the duty of the broadcaster to recognize this fact and to realize that there is room for improvement in the method of sponsorship. We believe better continuity, with less wordage, may be the key to more effective advertising. This is a basic consideration in our proposed rate structure.

We, as others in broadcasting, are concerned about the criticism now leveled at our service. While we know much of it originates from encouragement on the part of other services, we are aware that some of the criticism is perhaps justified; thus competitive services have capitalized on it. Broadcasters should be anxious to determine the facts, ascertain the extent of this criticism, and take the corrective measures necessary.

A considerable amount of the compliments coming to WELD concern our pleasing schedule of music, of all types. It has often been stated that WELD's programming is a relief from that of other stations. Perhaps this is the discontented portion of the radio audience but we follow closely the preference of listeners as shown by our surveys.

It has been indicated to us that 74% of those interviewed believe that dramatic and serial types of programs are stressed too much, and 70% believe that music, of all types, is not being stressed enough. We base our program schedule upon these stated likes and dislikes, striving to provide a schedule with variety adequate to the pleasure of the overall audience.

Program Study

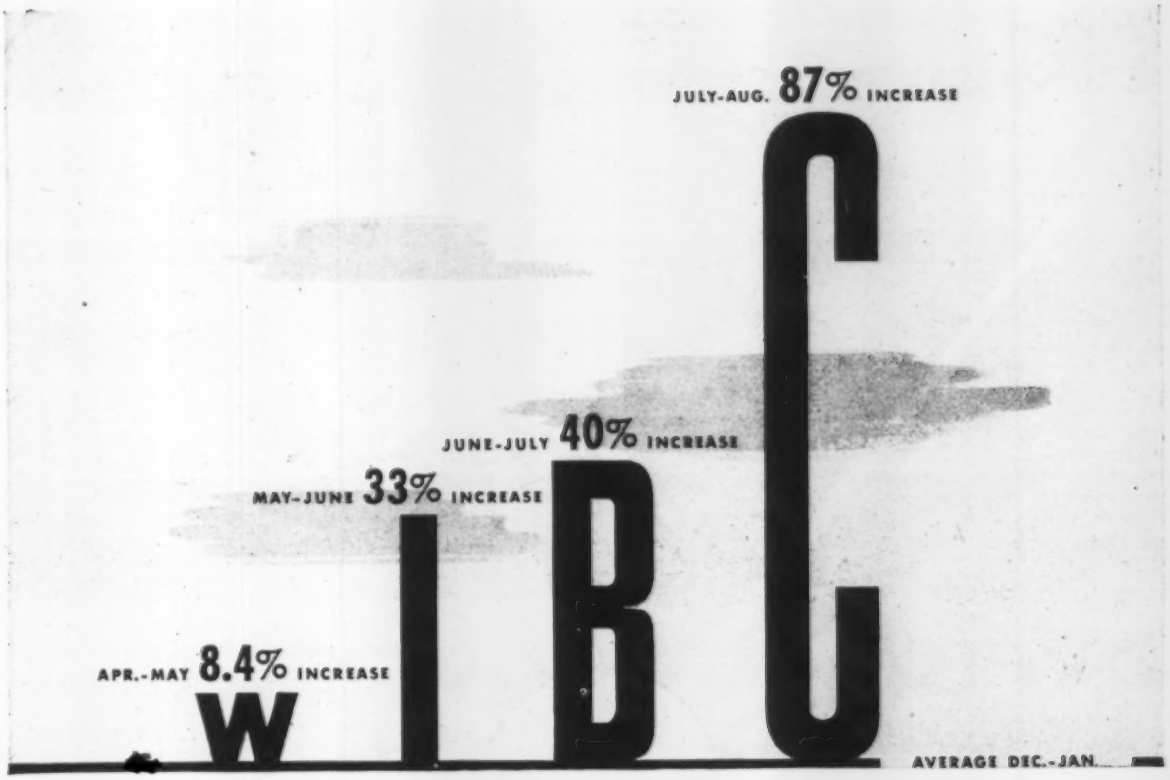
Every broadcaster should do a little more listening to his own program schedule. He probably hears but a limited number of programs. He is going to be more critical of his programs in the future, for his new competition is likely to include a group of alert individuals who are very much program-minded. The head start he now enjoys may diminish unless he has an open mind and is willing to work toward a balanced program schedule. He perhaps will be less inclined to permit an additional dramatic program when a musical program will add to the balance and quality of his program service. He will be more program-minded and he will place a greater value upon quality, production and showmanship.

There are those, now in broadcasting, who believe that the additional stations made possible by FM will but divide the total existing audience. Usually they plan to make their FM station a program satellite of their AM station. We do not agree, for we believe there is an opportunity to expand the total available audience, and that this can be the result of programming and showmanship.

If FM is a better system of broadcasting, as we have found it to be, then it is true that the AM station, with its program background, should take advantage of this experience and the acceptance of its existing program schedule. However, it should be willing to set aside an adequate amount of time to investigate the advantages of a balanced program schedule. If improvement is possible or necessary then the broadcaster should look upon FM as the opportunity he needs.

We believe the potentials of programming will be increased as the result of improved recording methods and the convenience and speed of transportation. In addition to syndicated types of programs, we believe there are many programs which merit repeat broadcasts in the same area. An outstanding program normally heard in the evening justifies a morning or after-

(*Continued on page 34*)



MORNINGS, TOO . . . the Fastest Growing Audience in Indianapolis

● W I B C almost doubled its percentage of share of the morning listening audience in the period from December, 1944 to August, 1945.

This gain . . . 87% . . . is all the more impressive because "sets-in-use" increased more than 25% in the same period.

Here, again, in mornings as in afternoons, W I B C's new policies of better programming and greater participation in public affairs have resulted in substantial bonuses for advertisers. Ask any Blair man to give you *all* the reasons why W I B C is your best buy in Indianapolis.

COMPARATIVE PERCENTAGE RECORD

WIBC	87 % gain
Station B	40.2% gain
Station C	13.8% loss
Station D	20.1% loss

WIBC HOOPER INDEX (MORNINGS)

Average Dec.-Apr.	10.7
April-May	11.6
May-June	14.3
June-July	15.0
July-Aug.	20.0

Owned and Operated by the Indianapolis News

WIBC

MUTUAL'S OUTLET IN INDIANAPOLIS

On the Service Front

Navy Music School to Display Radio and Recording Facilities

IT WILL be open house on Navy Day (Oct. 27) at the Navy School of Music, when the public will have a look at what is probably the finest "hand-made" radio and recording studios to date.

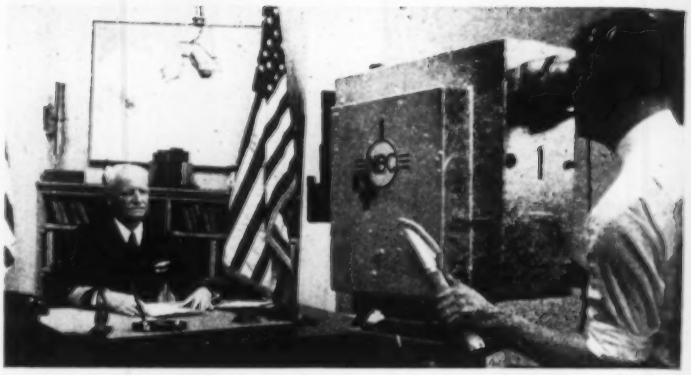
Across the Potomac from Washington, in Anacostia, the Navy has set up a complete broadcasting studio from which have originated the opening program for Associated network, the Mutual *For Victory* series, CBS' *Bands to Battle*, pick-ups for *Columbia's School of the Air*, NBC *Victory Corps* broadcasts, and many special entertainment and religious feature shows.

There are four outlets leading from the control booth in the auditorium via telephone lines to Washington network affiliates. A program can be fed to all simultaneously.

Largest operation of the studios is the recording lab which contributes to the Armed Forces Radio Service V-Discs, other AFRS music recordings, religious music for use of the Navy Chaplain Corps aboard ships, and makes records of the work of student Navy musicians for their use in further study. In addition, the concerts of the Navy School of Music Band, Symphony Orchestra, Chorus, and smaller music units, are recorded for the school's music library.

The Navy expects to continue the work of the recording lab following the "duration", using the recordings as a morale factor in the regular Navy.

Practically every piece of equipment, down to the dials on the mixing console, was made by a member of the School, many of them former electricians and engineers with music as a hobby.



TELEVISED greeting to hospitalized servicemen was given by Admiral of the Fleet Chester W. Nimitz on WNBT, NBC New York video outlet. Fifty-nine receivers were installed in the hospitals.

Under the direction of Lt. James Thurmond, USN, director of the School, the new building, housing the broadcasting and recording facilities, was completed in January 1943. As much of the necessary equipment was unavailable then, the Navy musicians made their own.

The podium in the sound-proofed auditorium is a radio conductor's dream. Lights on the side of the stand, corresponding to lights over the control booth, and those in the recording lab, flash "Stop", "Stand-by", or "Record". A phone system enables the conductor to receive or make calls to or from the outside, to call anyone in the school, or to talk to the recording lab. A microphone is also included for a voice amplifier in large band rehearsals.

Modern Facilities

The recording lab, located above the auditorium, and overlooking it through a wide window, has a mixing console of 37 dials and 28 switches. There are three cutters, operating with a "limiter", a device which guards against damaging sounds getting in the recordings, acting within 700ths of a second.

At the turntables is a unit which "vacuums" off the chips made by the groovings. Pneumatic hoses draw the chips into glass jars partly filled with water, eliminating possibility of clogging the system.

Lab itself consists of two studios decorated by the musicians, a workshop, and a room which forms the terminal point of 31,000 feet of cable, each line operated from the switches and dials of the control console in the lab.

Jerry J. McCarthy, CMus., a graduate of the National Radio Institute in Washington, with 20 years in the regular Navy, is in charge of the lab. Mario J. Russo, Mus. 2/C, designed practically the entire working part of the equipment and helped build it. Orrison W. Hungerford, a Western Electric engineer, trained by DeForrest,

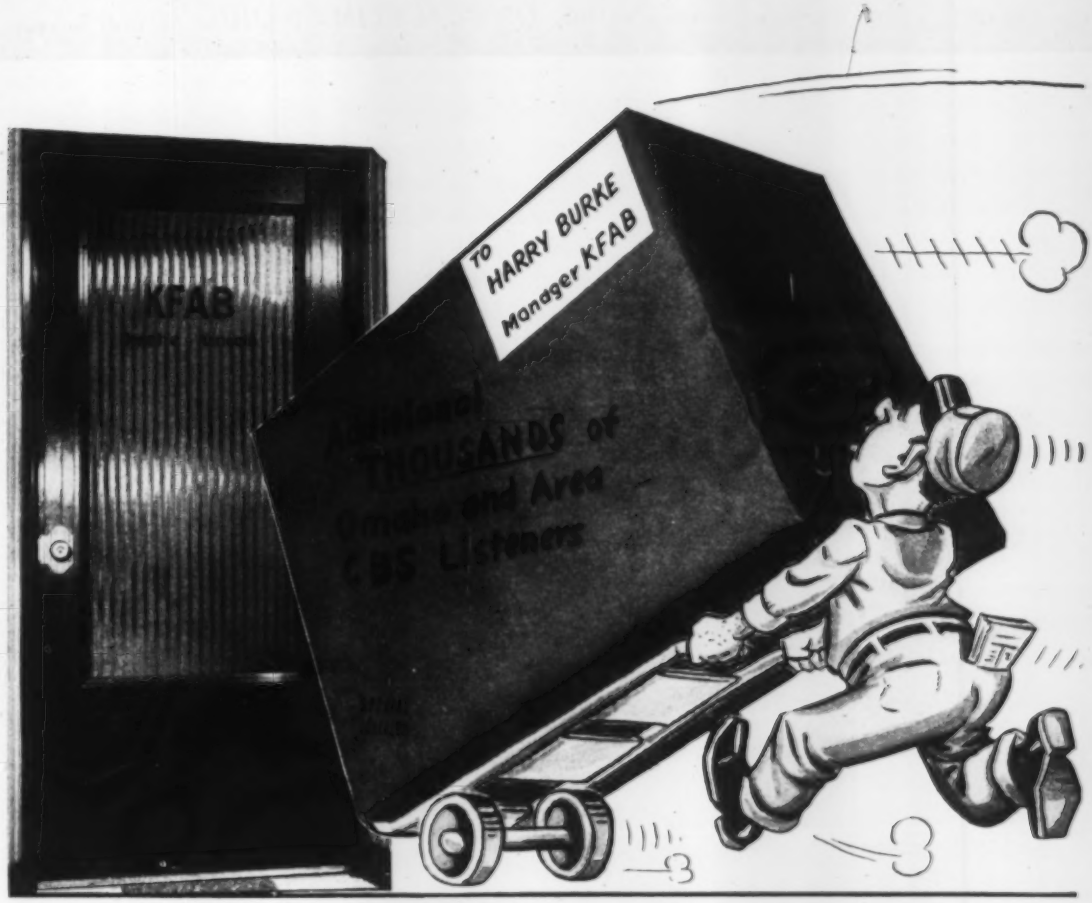
(*Continued on page 60*)

Coverage ... in Philadelphia

Pattern broadcasting over WDAS covers the Philadelphia market at lowest cost

WDAS covers the largest cross-section of the buying public in the Philadelphia area ... *at lowest cost.* Ask Philadelphia's Outstanding Full-Time Independent Station about a package of spots that will cover your market.

With "Coverage" like this, it's no wonder that 78 percent of this station's sponsors renew regularly.



"Special Consignment—November 1st Delivery"

A "whale" of a package of listeners...all wrapped, tied, and labeled...is ready for delivery to KFAB on November 1st. After this date, KFAB will be the only CBS station *exclusively* serving Metropolitan Omaha and Council Bluffs.

Here's what it means! KFAB will continue to serve the thousands of regular listening families in its vast territory. And...IN ADDITION...KFAB will now be the ONLY outlet for CBS shows in Omaha and Council Bluffs.

That's a mighty big parcel of listeners for one delivery...and it represents a *tremendous* amount of additional buying power. November 1st is the delivery date. With these facts in mind, you can now buy KFAB *alone* to do a selling job in this rich market.

"The **BIG** *Farmer of the Central States"*

KFAB

LINCOLN, OMAHA

1110 KC-10,000 WATTS BASIC COLUMBIA

Represented by PAUL H. RAYMER COMPANY

FM Pioneers

(*Continued from page 30*)

noon repeat later in the week.

We do not believe those in FM will or should severely criticize AM broadcasting as a justification for their proposed operations. Broadcasting is an industry common to both AM and FM, and we may in due time find FM as the representative of this industry. Any condemnation today only tends to degrade a service and industry which we know can and will reach greater heights.

We, and that includes broadcasters in general, both FM and AM, have the right, and perhaps the obligation, to discuss broadcasting as a service and then to take advantage of the opportunities which we believe exist. As in any service, we should be willing to let the quality of the product and its degree of public acceptance be the final answer.

Powerful Airborne PA In Operation in Pacific

"POLLY PROJECT" was responsible for the surrender of innummerable Japs in isolated pockets of resistance throughout the Pacific, it has just been revealed. "Polly" is an airborne radio loudspeaker, 1,000 times more powerful than an ordinary PA, which blared forth news of the surrender from a Navy plane every day for two weeks.

A quick-order job, the equipment was ordered by the Navy on May 14 for delivery within 100 days. Bell Telephone Labs completed the design, and Western Electric manufactured the equipment, ready for shipment, just 77 days later. Loudspeaker is capable of making the human voice audible over an entire city from a height of 10,000 feet. Older "Polly" equipment "broadcast" to the Japs on Wotje, Saipan, Iwo Jima and Okinawa during the last stages of the war.

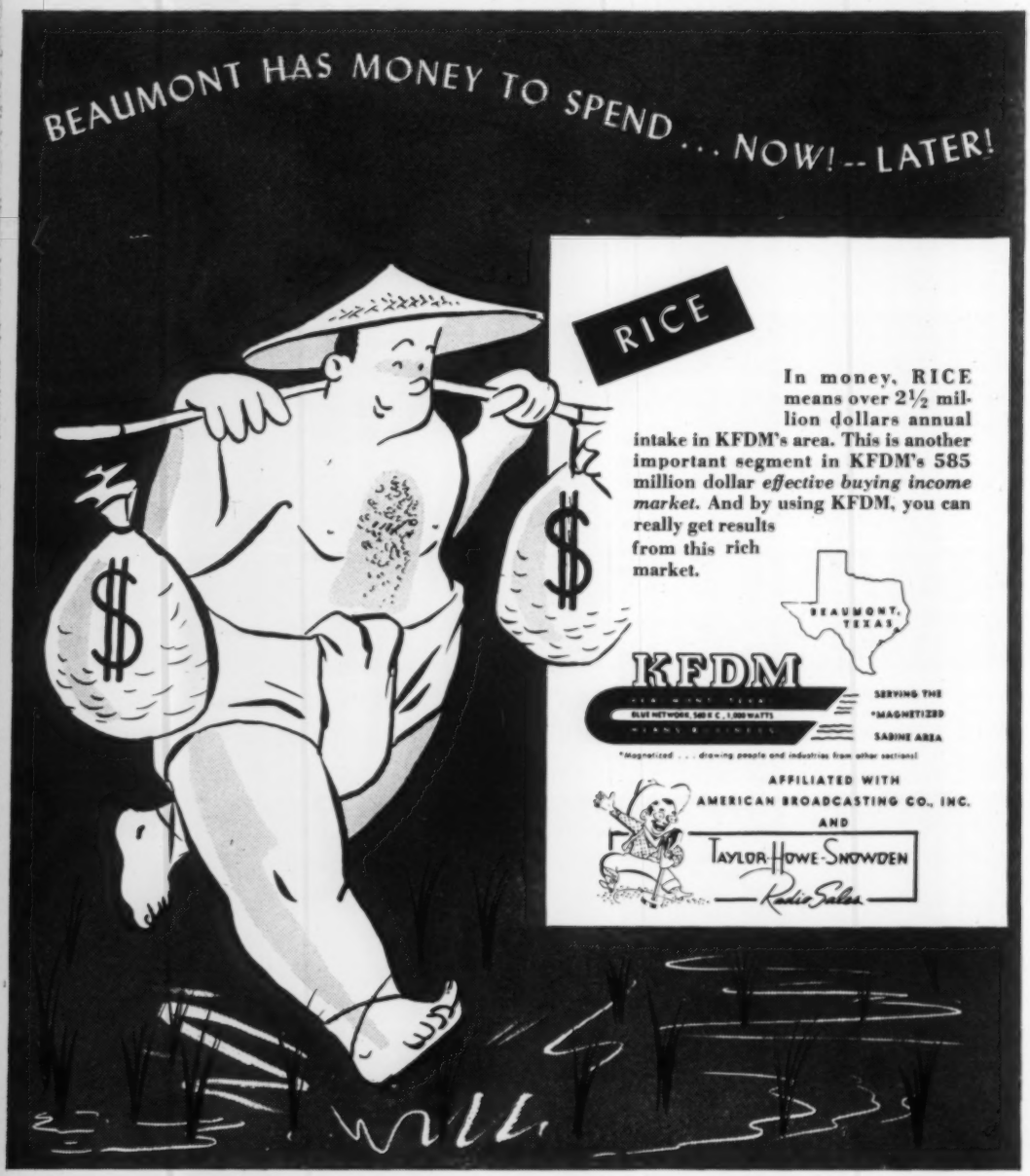
BRITISH SET MAKERS ON PEACETIME WORK

BRITISH radio manufacturers have reverted to peacetime work for both home and export trade, after nearly six years of wartime control and service to Government, industry, and armed services.

Almost all controls on exporting goods have been relaxed.

Makers already have started a limited output and expect to increase it in both range and quantity. Among the first to get civilian manufacture under way was Ferranti Ltd. Others include Ambassador, which promised bulk supplies in November; Bush, which planned to have supplies on the market by middle or late October, and Murphy Radio, which has three sets coming into production.

New features in British radios include an all-glass radio valve, a product of Mullard Research Labs., designed to improve efficiency at higher frequencies.


BEAUMONT HAS MONEY TO SPEND . . . NOW! -- LATER!
RICE
In money, RICE means over 2½ million dollars annual intake in KFDM's area. This is another important segment in KFDM's 585 million dollar *effective buying income market.* And by using KFDM, you can really get results from this rich market.
BEAUMONT, TEXAS
KFDM
SERVING THE *MAGNETIZED SABINE AREA
*Magnetized . . . drawing people and industries from other sections!
AFFILIATED WITH AMERICAN BROADCASTING CO., INC. AND
TAYLOR-HOWE-SNOWDEN
Radio Sales

Jansky Would Give TV Channels to FM

Says 'Free Radio' Impossible Under FCC Allocations

RADIO can never be "truly free" until sufficient FM channels are provided "within reason" to all who seek to be licensees, C. M. Jansky Jr., Washington consulting engineer, told the 61st annual meeting of the Inland Daily Press Assn. in Chicago last week.

Mr. Jansky

Only by taking spectrum space from television and giving it to FM can the FCC hope to develop a "broadcasting medium which can be as free of restriction and regulation as are the speakers' platform and the American press today," declared the speaker, a member of the firm, Jansky & Bailey, chairman of Panel 5, Radio Technical Planning Board and engineering consultant to the FM Broadcasters Inc.

"I have no intention of disparaging television," he asserted, but pointed out that there are "many and complex economic and engineering problems" to be solved before TV can become a daily nationwide public service, whereas FM is ready to expand.

"The two-horned dilemma of AM broadcasting is a choice between more shared channels with more stations per channel, thereby limiting severally the area coverage for each station, and more cleared channels, each with a single station, thereby limiting the number of stations," he asserted. The trend, he added, is toward breaking down clear channels, providing more stations with less coverage from each.

Those problems do not confront FM because with "proper adjustments of antenna height and power, and geographic spacing, a single FM channel can accommodate hundreds of FM stations." On the basis of applications on file with the FCC, there are insufficient FM channels to accommodate all applicants in the east and that condition likely will extend to other parts of the country, he asserted.

"If the creation of a freely competitive broadcast industry by the expansion of the FM band is of prime importance, then from what service must space be taken?" he asked. "The answer is television."

New Rate Cards

NATIONAL rate card No. 16 and local rate card No. 12 have been prepared by WMPS Memphis. Both became effective Aug. 1, 1945.

CJSO Sorel, Que., has changed corporate name from that of the owners, Henri Gendron and Arthur Prevost, to Radio Richelieu Ltd.

When are YOU going to get into the TELEVISION PICTURE?

Clients Now Regularly Sponsoring NBC Television

•

GILLETTE SAFETY RAZOR CO., INC.

RADIO CORPORATION OF AMERICA

FIRESTONE TIRE AND RUBBER CO.

PAN AMERICAN WORLD AIRWAYS

ELGIN NATIONAL WATCH CO.

UNITED STATES RUBBER CO.

WALTHAM WATCH CO.

BULOVA WATCH CO.

IN LESS TIME THAN YOU PERHAPS SUSPECT. That's why there'll never be a better time than *now*—to gain a practical, working knowledge of this complicated sight medium. There'll never be a better time than *now* to equip yourself to make the most successful commercial use of television, to adapt your advertising skill and experience to this new medium.

Today it is still possible to learn how to adapt your advertising techniques to sight transmission—*for only negligible expenditures.*

We're ready to work with you—whenever you're ready to step into television. The same NBC program, production and technical expertness already winning trade and audience applause for NBC television is available to help you solve your video problems.

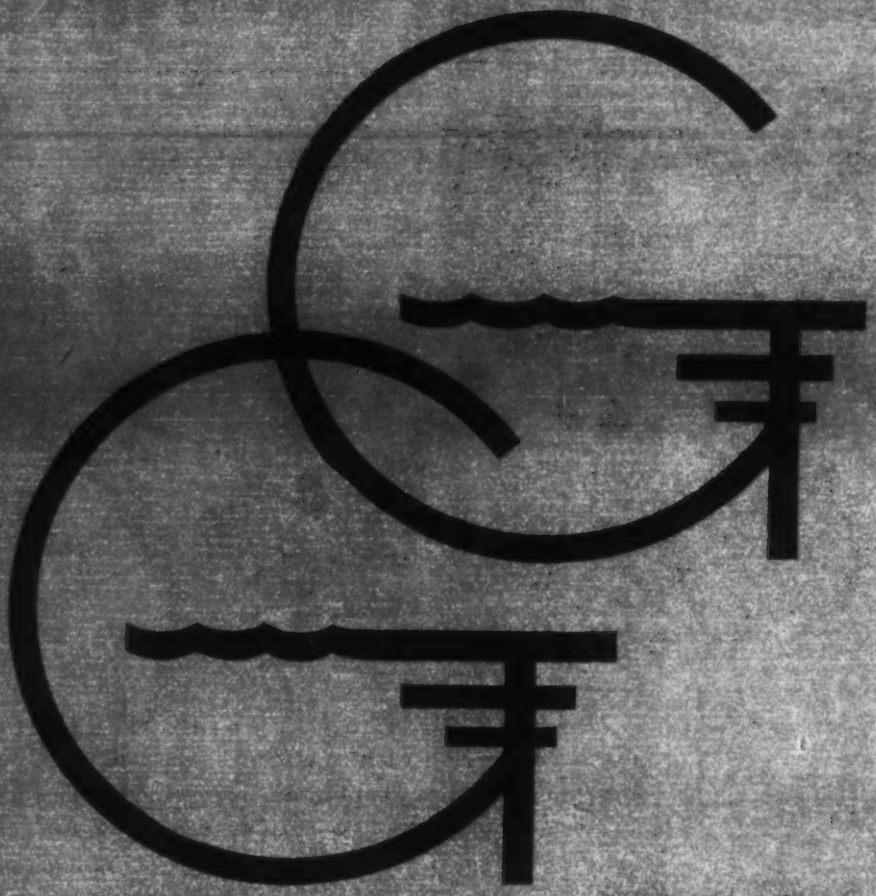
NBC TELEVISION

WNBT NEW YORK Television Channel No. 1

NATIONAL BROADCASTING COMPANY

A SERVICE OF RADIO CORPORATION OF AMERICA

What does



mean?

• This symbol represents an important forward step in FM transmitter design

Important?

Yes!

In our opinion, this new development is the most important advance to date in 100-megacycle FM design

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

STERLING, KRIPPENE START L. A. AGENCY

HENRY STERLING, formerly account executive of The McCarty Co., Los Angeles, and Ken Krippene, former CBS New York writer, have formed their own advertising agency under firm name of Sterling-Krippene Inc., and are established at 2412 W. Seventh St., Los Angeles. Telephone is Drexel 5128.

Mr. Sterling is president and general manager, with Mr. Krippene vice-president in charge of radio. Alice Body is corporation secretary and assistant radio director. Raymond Polley, formerly of Production Service Inc., has joined the new agency as production manager.

In addition to other accounts, firm has been appointed to handle advertising of The Castle Co., Los Angeles (greeting cards, book plates), which in early March starts for 26 weeks, sponsoring the weekly quarter-hour transcribed *Vagabond's Castle*, on more than 20 stations in major markets. Written and produced by Ken Krippene, program stars Don Blanding, author and poet.

Pigeons of Peace

AMONG first signs that radio is returning to peacetime habits occurred Saturday when NBC put on a remote broadcast of a flock of Chinese fluting pigeons brought to this country by James Howe, former war correspondent. Broadcast, from Howe's ranch in Walnut Creek, Cal., is perhaps not so esoteric as the network's never-to-be-forgotten singing mouse affair, but is definitely in the same tradition.

Porter, Asch to Address Kentucky Broadcasters

PAUL A. PORTER, FCC chairman, and Leonard L. Asch, president of Capitol Broadcasting Co., operators of WBCA (FM) Schenectady, will address the annual convention of Kentucky Broadcasters Assn. at Louisville Oct. 24 and 25. Mr. Porter's speech will deal with the radio industry. Mr. Asch plans to tell the story of the first independent FM commercial station, WBCA.

Adrian M. Farley

ADRIAN M. FARLEY, 57, vice-president and account-executive of Albert Frank-Guenther Law, New York, died Monday night (Oct. 15) in Doctors Hospital, New York, having been stricken at his office in the afternoon. He had been associated with the agency for 15 years. Mr. Farley leaves a widow and a son and daughter.

HELPING PORTIA face life at fifth anniversary party for NBC *Portia Faces Life* were (l to r): Lucille Wall (Portia); Ed Barnes, Young & Rubicam vice-president; E. W. Murtfeldt, General Food Sales Co., sponsor.

TV

(*Continued from page 22*)

Miner, manager of television for CBS; William McGrath, television director of WNEW New York; Peter C. Goldmark, CBS director of engineering research and development; Herbert Taylor, director of DuMont transmitter equipment sales; Dave Arons, Gimbel Bros.; Dan Halpin, RCA Victor; Gerald O. Kaye, sales promotion manager, Bruno-New York; Stanley Kempner, video editor, *Retail Home Furnishings;* Thomas F. Joyce, sales manager, Raymond-Rosen Co.; Patricia Murray, video editor, *Printers Ink;* Fred Rickey television writer; Leo Hurwitz, video producer for CBS; Bob Emery, video producer for WOR New York; Bud Gamble, independent producer; Judy Dupuy, author; Louis Sposa, service director of WABD; Paul Mowrey, television director of American; Ronnie Oxford, NBC producer; Stuart Nedd, actor; Barbara Engelhart, actress.

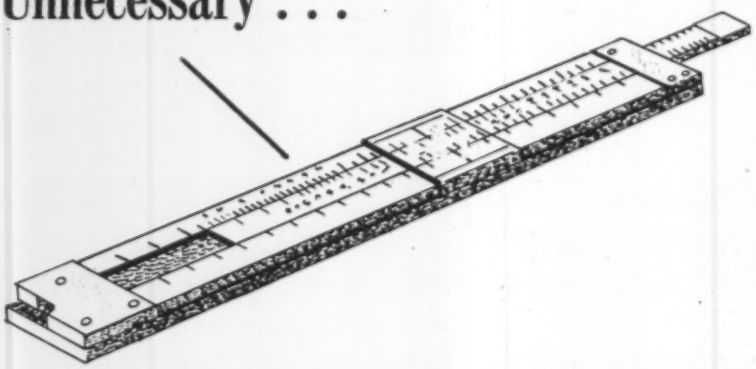
Stock Reorganization

AS A RESULT of a stock reorganization voted Oct. 16 by stockholders of Press Wireless Inc., New York, press, broadcasting, radio and other related fields may buy no-par common stock at $100 per share. Ownership of stock has been limited to newspapers, but now additional press, radio and allied agencies will have an opportunity to participate in Press Wireless world-wide expansion of communications facilities.

War Crystal Progress

DEVELOPMENT of the X-ray diffraction unit by which inexperienced labor can quickly be trained to mark orientation planes rapidly on quartz crystals will prove important in television development, according to Albert M. Orme, acting director of the WPB Safety & Technical Equipment Division, in a review of wartime technical progress.

Unnecessary . . .



You won't need a slide rule to prove that OKLAHOMA NETWORK gives you AUDIENCE—saves you MONEY!

Listening surveys prove the Oklahoma Network Stations have DOMINANCE in their markets—most of them ALL OF THE TIME! And, you can use all 7 stations for approximately half the cost of any two of Oklahoma's highest-powered stations . . . or, as few as three on the network rate. Reach the biggest segment of Oklahoma's buying power . . . at lower cost . . . with the OKLAHOMA NETWORK!
One Contract — One Contact — One Statement!

OKLAHOMA NETWORK

KADA —Ada
KBIX —Muskogee
KCRC —Enid
KGFF —Shawnee
KOME —Tulsa
KTOK —Oklahoma City
KVSO —Ardmore

AFFILIATED WITH TAYLOR-HOWE-SNOWDEN Radio Sales

AMERICAN BROADCASTING CO., INC.
AFFILIATES IN OKLAHOMA
ROBERT D. ENOCH, MANAGING DIRECTOR
APCO TOWER, OKLAHOMA CITY 2, OKLA.

ASSURES YOU *Audience* IN THE RICHEST MARKETS IN OKLAHOMA

PARATROOPERS COMING!

This was just one of 200 special events covered last year by Denver's station KOA

When a paratroop raid on Denver's municipal airport signalized the opening of a Kiwanis-sponsored Red Cross Blood Donor drive, KOA was there. And so were KOA listeners all over the Rocky Mountain West.

As a matter of fact, KOA's shortwave pack and KOA's mobile unit don't get much rest. They've broadcast from Central City's famous Teller House, 8,560 feet up in the Rockies—governors of 18 states talked that day, all on one half-hour broadcast. They've broadcast from the 1,900-foot level of Cripple Creek's world-famed Portland mine. And Denver's Stock Show and Cheyenne's Frontier Days get annual coverage along with hundreds of other special events.

Yes, KOA gets about. And KOA listeners love it. That's why surveys show that for 200 miles in almost every direction, KOA's the station most people listen to most.

--No wonder KOA's FIRST!

First in PROGRAMS

First in LISTENER LOYALTY

First in COVERAGE

First in POWER

and, for all these reasons . . .

FIRST IN DEALER PREFERENCE

(Ross-Federal figures prove it)

FIRST in DENVER

KOA

50,000 watts 850 KC

Represented by NBC SPOT SALES

Cunctation*

is a wonderful HOBBY

But *not* for those who are planning post-war sales! With all available Time being grabbed up on WIP, fast *action* is indicated to cover the rich Philadelphia market!

WIP 610 K.C. 5000 WATTS

* Dictionary says—"hesitancy," "delay"

REPRESENTED BY GEO. P. HOLLINGBERY CO.

RADIO PAYS OFF FOR BLOCK'S

Quiz Shows Broadcast in "Cosmetic Carnival" —Send Sales Up Despite Bad Weather—

COSMETIC EXPERTS who had a part in William H. Block Co.'s "Cosmetic Carnival" radio quiz shows in Indianapolis this month included the four shown above with Bert Julian of WISH Indianapolis, which carried the programs. Experts (l to r): Miss Bates of Prince Matchabelli, Miss Xenia of Dermetics, Miss Morehead of Elizabeth Arden, Miss Lawrence of Revlon.

WILLIAM H. BLOCK Co., Indianapolis, turned to radio to promote its "Cosmetic Carnival" this month, and found the cash register response was gratifying.

America's second high (to Macy's) rating user of newspaper space, Block's staged a series of broadcasts from its sixth-floor public auditorium with Dorothy Huston, Midwest editor of *Charm Magazine* and 26 representatives of nationally known cosmetic manufacturers as the stars. They were brought to Indianapolis by Block's for the "Cosmetic Carnival," a twice-yearly event to promote better techniques in use of cosmetics.

The quiz programs were previewed on WFBM Indianapolis, Sept. 30, 12:15-12:30, in an interview of Miss Huston by Dorothy Darling, fashion coordinator at Block's. Two half-hour quiz shows followed on WISH Indianapolis, Oct. 1 and 3, at 2 p.m. Questions were supplied by Indiana women in response to newspaper promotion conducted by the store, and the answers came from the 26 representatives of cosmetic makers.

Idea of the "Cosmetic Carnival" has received national attention as a sure-fire merchandising plan. This month's quiz marked Block's first use of radio to sell the idea to the public, and it brought cosmetic sales to a new high despite bad weather. One cosmetic representative reported sales of more than $100 in 90-minute period following Oct. 3 broadcast.

Heretofore Block's has brought the cosmetic representatives to Indianapolis to train its sales personnel. Use of radio gave the representatives an opportunity to discover first-hand the questions and demands of customers.

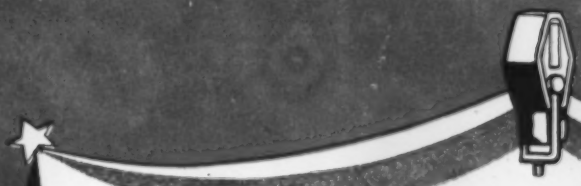
Quiz idea is creation of E. H. Austerlitz, main floor merchandise manager, and Carl Swanson, Block's cosmetic buyer. George Madden, advertising director of Block's, supervised the production, which was written, cast and staged by Gwin Advertising Agency. Representatives of the following manufacturers participated:

Tabu, Revlon, Dermetics, Bialac, Prince Matchabelli, Elizabeth Arden, Germaine Monteil, La Cross, Lentheric, Houbigant, Dorothy Gray, Milkmaid, Herb Farms, Coty, Helena Rubenstein, Chen Yu, Richard Hudnut, Alexandra de Markoff, Hattie Carnegie, Harper Method, Lucien Le Long, Frances Denny, Goureilli.

Radio Outing

SOUTHERN CALIFORNIA Broadcasters Assn., Los Angeles, will hold an all-day outing at Oakmont Country Club, Oakmont, Cal., on Oct. 23. Golf tournament is planned for afternoon, to be followed by dinner attended by more than 100 members of the industry.

A radio station is known by the *Companies* it keeps



Consolidated Royal Chemical Corp.

sells

KRANK'S SHAVE KREEM

on the New

WJJD

Krank's Shave Kreem, containing Diexon, is one of America's finest . . . and one of Chicago's local favorites. One good reason for Krank's command of this big market is its intensive *local* campaign, especially built for Chicago listening tastes and Chicago selling tasks. The *New* WJJD has carried an important part of this campaign since April, 1944. Thus, over the *New* WJJD, the Krank Shave Kreem story is repeated to all Chicago many times daily . . . in spot announcements . . . in sports programs . . . and in Krank's own feature show, the favorite "Man in the Street," starring Chicago's top sportcaster, Jack Brickhouse. Results? Just look at the renewal record! With people who can watch results, the *New* WJJD, with its 20,000 watts of SELLING POWER, consistently rates as a best buy!

20,000 WATTS OF *Selling* POWER

THE NEW

WJJD

1160 ON YOUR DIAL

CHICAGO

A *Marshall Field* STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY, INC.

DOBBIN'S PENSIONED!

Big-scale farming requires big-scale methods. Hay-burning horsepower could never maintain Iowa's present huge rate of food-production.

Tractors, large and small, are among the costly items now being purchased by Iowa farmers as rapidly as they appear. What these men want or need and can get, they *buy*. Money is plentiful with them. In 1943, for instance, their *average* farm income was $7,672—last year was at least 20% more—and is still going up in 1945. Iowa farmers have struck it rich!

But despite their prosperity, Iowa farm people are still the plain, wholesome people to whom KMA programs have always been aimed. They still want the type of entertainment we give them, featuring their own preferences in music, humor, news and *farm news*. They still want their authentic farm information to come from the lips of men whose accents are similar to theirs. With virtual Wall Street incomes, their favorite station remains KMA—a full-time *farm* station devoting hours daily to its own specialized productions. Their approval of our policy is shown in the letters they send us: *more than twice as many as any other station in this area.*

Let us tell you more of KMA's story; the story of a station which hews to one proven line. Or call Free & Peters for information.

KMA

AMERICAN BROADCASTING CO.

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND

SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

Commercial

H. PRESTON PETERS, president of Free & Peters Inc. national radio station representative, and Virginia Church Morris, daughter of **ARTHUR B. CHURCH**, president of KMBC Kansas City, and Mrs. Church, are to be married Nov. 3 at Mission Hills Country Club, Kansas City.

JERRY STANLEY, former sales and merchandising advisor of Marshall Field & Co., Chicago, is now account executive of North Central Broadcasting System, St. Paul. Before joining Marshall Field, he headed Recorded Lectures Inc., Chicago, and before that was vice-president and general manager of Texas State Network.

A. LOUIS READ has returned to his post as commercial manager of WWL New Orleans after 50 months in Navy. Discharged Oct. 1 as lieutenant commander, he was public relations director for two years for the commander of the Caribbean Frontier, Vice Admiral Robert C. Griffin. Previously he was stationed in Washington, New York, and New Orleans.

GEORGE BAKER, member of advertising staff of Salt Lake Tribune-Telegram for 10 years, has joined KDYL Salt Lake City as account executive.

CAPT. JOHN PALMER, on terminal leave from the Army after four years overseas, has joined the sales staff of WMT Cedar Rapids, Ia.

JAMES C. COLE, former sales executive of WEBC Duluth, with release from Army plans to enter West Coast radio.

HARKER SPENSLEY of sales department of KLZ Denver is father of a girl.

WILLIAM DAWSON of sales department of WHEB Portsmouth, N. H., is recovering from internal injuries received when he fell after dark from a wall at Portsmouth Yacht Club.

JACK FLYNN, released from the Army and formerly with NBC, Blackett-Sample-Hummert and American, and **HARRY WAINWRIGHT BERNAM**, formerly of Spot Sales and WPAT Paterson, N. J., have joined Associated Broadcasting Corp., eastern division sales office in New York.

FRANK DOUGHERTY, regional sales engineer of Langevin Co., Los Angeles (equipment mfgr.), and prior to that with Consolidated Radio Artists, has joined Associated Broadcasting Corp. western division sales staff, as account executive, concentrating on participation package shows.

NEW station license plate is affixed by Howard O. Peterson (l) upon assumption of sales managership of KMA Shenandoah, Ia., while KMA General Manager Owen Saddler disposes of old plate. Peterson was formerly head of promotion, research and sales at WOW Omaha for six years and was just released from the Army as major. For 41 months he has been public relations officer of Seventh Service Command.

Management

H. J. (Tubby) QUILLIAM, former general manager of KIRO Seattle, is now fulltime manager of KTBI Tacoma. He has moved his residence from Seattle to Harper, on Puget Sound.

JACK KELLY, WCOL Columbus, O., station manager, has been elected secretary of the Columbus Radio Executives Club.

CAMPBELL ARNOUX, manager of WTAR Norfolk, left Oct. 9 on a three-week tour of the Southwest. He will return to Norfolk early in November.

BEN BEZOFF, former regional chief of OWI for Rocky Mountain area, has been appointed assistant manager of KMYR Denver. He formerly had been with station.

DON FEDDERSON, general manager of KYA San Francisco and KMTR Hollywood, is in New York for conferences with **TED** and **DOROTHY THACKREY**, station owners.

RAY V. HAMILTON, executive vice-president of Associated Broadcasters Inc., has been elected treasurer and a board director of San Francisco Public Relations Club.

BURRIDGE D. BUTLER, president of WLS Chicago and publisher of Prairie Farmer, leaves Oct. 25 on annual trip to Phoenix, Ariz., to spend the winter.

EDGAR KOBAK, Mutual president, left New York Oct. 21 for St. Louis, Chicago, Elkhart and South Bend, expecting to return Oct. 29.

CLAY MORGAN, assistant to the president of NBC and former publicity director of the French Lines, addressed the panel on "Public Relations in American Shipping" at the American Merchant Marine Conference during the 19th annual regional meeting of the Propeller Club of the United States Oct. 17 at the Waldorf-Astoria, New York.

KING MITCHELL, former account executive of KIRO Seattle, has been appointed sales manager of KTBI Tacoma. **ALEC DALY**, discharged from armed service, has joined KTBI sales staff.

REG BEATTIE, former exclusive Toronto representative for CHML Hamilton, Ont., is entering the general station representation business at Toronto.

HANK ALLEN, account executive of KECA Los Angeles, and Leila Griffith are to be married at Lake Minnetonka, Minn., Oct. 29.

ANDY A. McDERMOTT, radio liaison officer of RCAF who has been overseas for two years, is expected back in Canada this month and following discharge plans to rejoin H. N. Stovin & Co., Toronto.

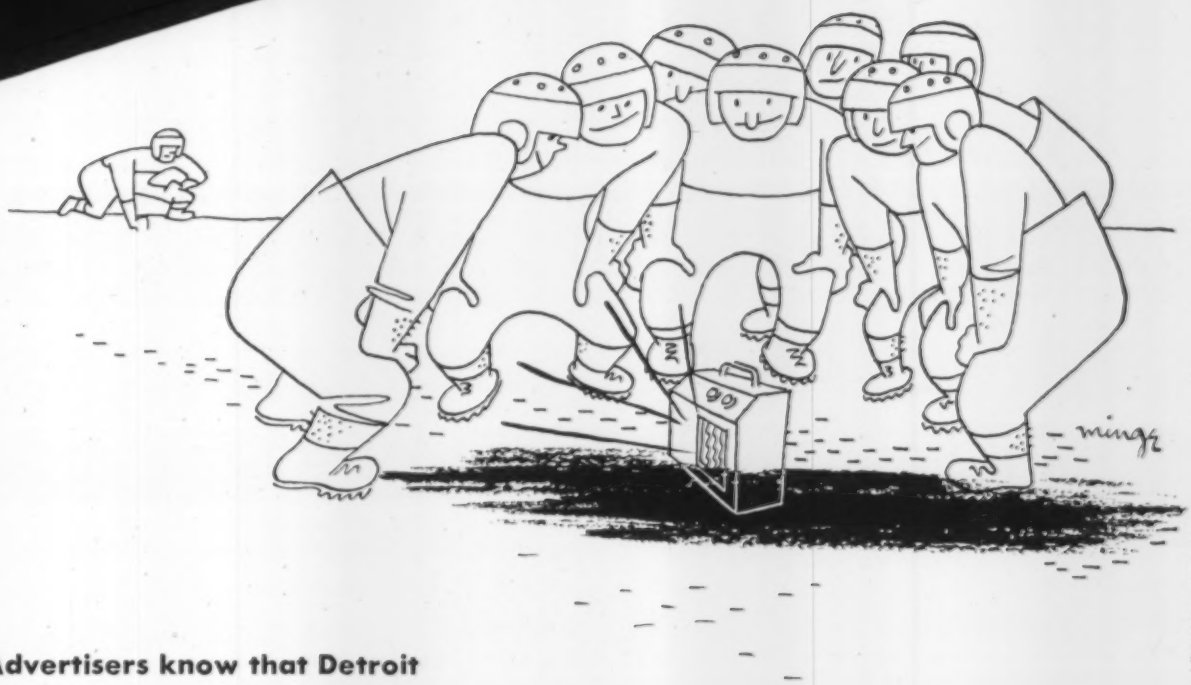
WSAP Portsmouth, Va., has appointed Joseph Hershey McGillvra Inc., New York, as national representative.

BROADCAST address to be made Oct. 17 in Wichita, Kans., by Samuel B. Pettingill, lecturer, author, executive of Committee for Constitutional Govt., and former Congressman from Indiana, will be transcribed for distribution to stations carrying programs made available by Town Hall Committee of Wichita. Fifty stations in 31 states now carry or have carried Town Hall Committee half-hour transcribed programs on sustaining basis as "public service features."

Russell Returns

LT. PERCY H. RUSSELL Jr., discharged from the Navy, returned last week to the Washington offices of the law firm of Kirkland, Fleming, Green, Martin & Ellis, of which he is a resident partner. The firm, with Louis G. Caldwell as head partner in Washington, is counsel for Mutual. Mr. Russell entered the Navy in 1943 as a lieutenant (jg) and served with the Office of Procurement and Materiel, working on War Production Board problems. Formerly secretary to Supreme Court Justice Benjamin Cardozo, he has been with the law firm since 1936.

"Throw Your Voice Where It Will Do the Most Good!"



Leading Advertisers know that Detroit is the most responsive and fastest moving market in the world . . . and they pick WXYZ because this station completely covers the Detroit area... where there is a market with a billion dollar buying power.

Affiliated with the American Broadcasting Company, Inc.

WXYZ

(Key Station of the Michigan Radio Network)

Owned and Operated by the

KING-TRENDLE BROADCASTING CORPORATION

1700 Stroh Building • Detroit 26, Michigan

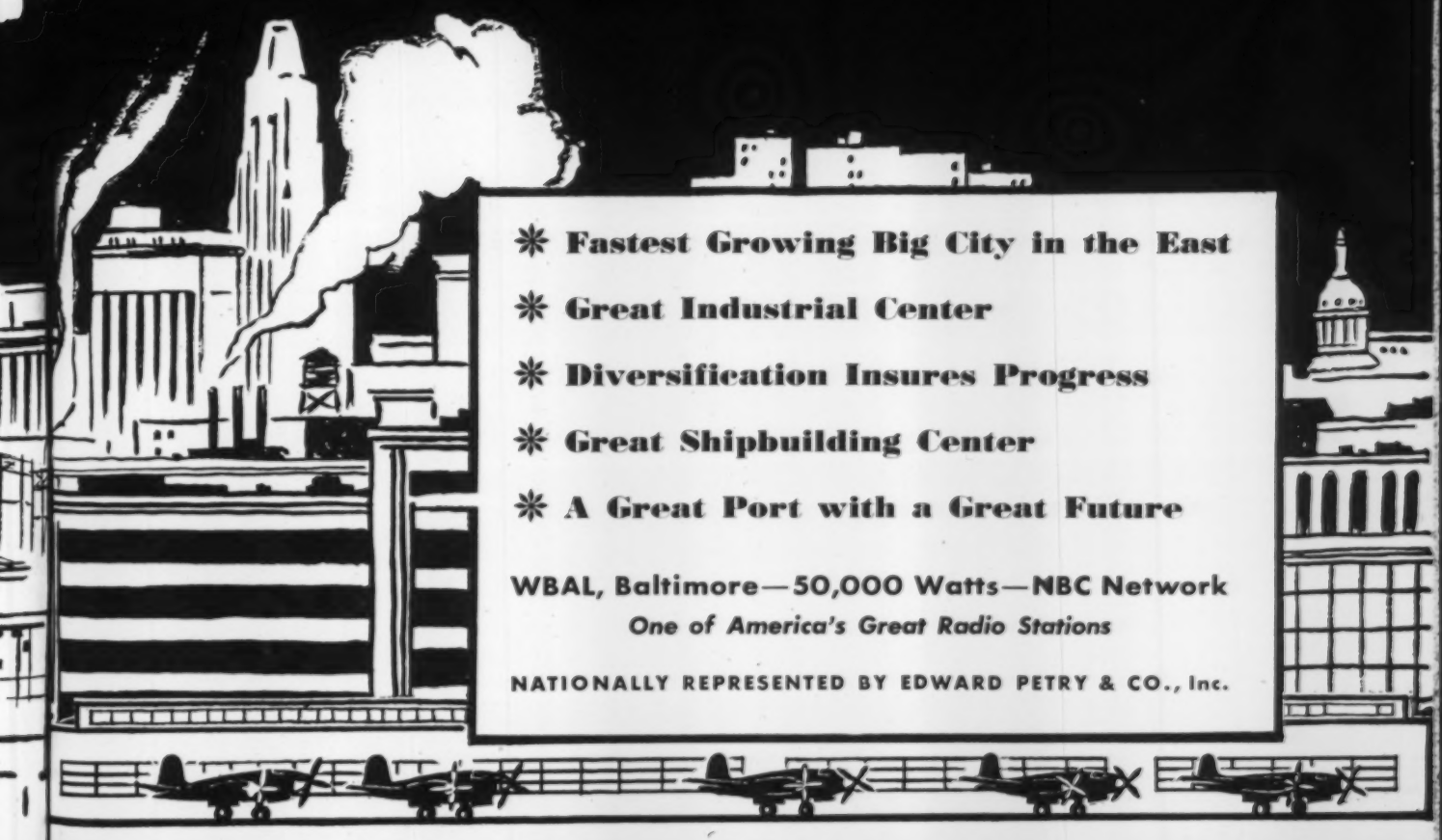
Represented by the Paul H. Raymer Co.

WBAL

means

in

business Baltimore*



- ✳ Fastest Growing Big City in the East
- ✳ Great Industrial Center
- ✳ Diversification Insures Progress
- ✳ Great Shipbuilding Center
- ✳ A Great Port with a Great Future

WBAL, Baltimore—50,000 Watts—NBC Network

One of America's Great Radio Stations

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

Editorial

FM Dial—1 to 100

FM WANTS to get started on the right foot. Manufacturers are designing combination models to cover the FM range. The listeners' most important contact with his receiver is the dial. The push-button technique unquestionably will be adapted for FM, but manufacturers, as yet, aren't saying just what their designs will be, probably for competitive reasons.

In the Oct. 15 BROADCASTING E. E. (Ted) Hill, managing director of WTAG Worcester, Mass., proposed that manufacturers adopt the channel-number system used by the FCC on their dials. Channels are numbered from 1 to 100—being 200 kc. apart. Listeners would find it most awkward to commit to memory the frequency assignments (ranging from 88.1 to 107.9 megacycles). But they would have little difficulty in memorizing numbers from 1 to 100.

We hope broadcasters will get behind Mr. Hill's very sensible suggestion and that the Radio Manufacturers Assn. will recommend it strongly to its membership.

Their Fight, Too

FOR AS MANY years as radio is old, farsighted broadcasters have sought vainly to convince their press brethren that the two media are in the same boat and that any threat to the freedom of either inevitably would affect both.

But radio has fought a lone fight. For years it navigated in hot water on the freedom issue, only to have the strongest segment of the press (those not in radio) eschew any fraternization. Radio spokesmen pleaded with the press to join in because it was obvious that radio was simply the first line of defense in the threat to freedom of expression.

That was evident in the newspaper ownership issue, wherein the FCC looked into the desirability of newspaper ownership of stations. Yet only those newspapers identified with radio ownership took up the cudgels. Then came the Supreme Court decision of May 10, 1943, in which the FCC was given "control of the composition of that traffic," which could only be interpreted as program control. The newspapers generally disdainfully refrained from comment or participation.

But misery evidently loves company.

Came the anti-trust suit against The Associated Press, finally decided on appeal by the Supreme Court throwing open AP service to practically all who want it. Newspapers howled. It was a precedent that threatened to impinge upon news freedom.

Kent Cooper, executive director of the AP, is and has been a forceful figure in the crusade for world-wide press freedom. In an address last week, he called attention to tendencies toward government control "of the radio, the press and the motion pictures".

We welcome, even at this late date, the recognition by a foremost figure in journalism, of radio's status as a news medium alongside the press. Mr. Cooper urged the public to demand of those in power that these freedoms be protected. He observed that as to radio "we have freedom of speech into the homes of the land through the medium of radio definitely channeled for regulation by a Government commission."

Mr. Cooper, then, isn't talking simply of "freedom of the press" but of freedom of all media of expression and communication—freedom of news.

President Truman stated it succinctly and forcefully last July in his letter to this journal when he cited radio as "a medium that by its very nature must be maintained as free as the press."

"Over Here"

THE BIG show is over. The boys are returning by the hundreds of thousands. Censorship is out, both military and civil. Reconversion is on (hang the strikes).

For radio, no more reports direct from the front. OWI allocations selling the war and patriotism are done. Back to normalcy.

That's the impulse.

But is it the story?

There are still hundreds of thousands of men in arms in the erstwhile war theatres—occupation troops and military government men. They have the rough job. It's their task to clear up and police and protect.

They have folks back home too. Radio is their real link because it has the warmth and intimacy that only the voice can convey.

Army public relations men—practically all of them ex-broadcasters—are in the occupation areas. They are still producing those hometown recordings for performance over local stations. These were hot when the whining and whistling of battle was on. The tendency now may be to deemphasize them.

In this issue is a story of the radio public relations men in ETO written by one of them. Lt. Don Kearney, formerly of WAGE Syracuse, writes:

"The radio officers in Europe look with hope to the industry at home for help—that the country not forget the GI's in Europe who won the war and now must stay in Germany to make the victory 'stick'."

The same prevails in the Pacific.

So think again when you consider rescheduling those recordings from overseas.

Two Bells for Adano

MUCH IS WRITTEN and much is said about the power of radio. No more telling evidence of the medium's influence is available, however, than two dispatches issuing from Europe.

One recounted that William Joyce, alias Lord Haw Haw, had been sentenced to death. The other revealed that similar justice had been meted out to Jean Herold-Paquis, chief news commentator for the Paris radio during the German occupation.

These men were traitors to their own lands. They employed the microphone overtly, against the good of mankind. Their voices doubtless directed the steps of thousands along treacherous byways.

Their obliteration from the world of men of goodwill may attract little attention in the pages of history. But their deeds mark well the proposition that freedom will expire in those lands where radio fails to serve as an instrument of the people.

Our Respects To —

WALTER LANIER BARBER

RED BARBER and the American Red Cross are practically synonymous.

It is not only because Barber was chosen to serve as chairman of the Red Cross 1945 War Fund Drive in Greater New York. It goes back through those years he has broadcast the Brooklyn Dodgers baseball games over WHN.

Barber became associated with the Brooklyn Red Cross during the 1942 baseball season when his appeals brought in 27,000 pints of blood, or one-half the total amount collected by Brooklyn that summer. Since April 1942 his appeals on his baseball broadcasts for blood donors have been credited with getting more than 100,000 pints of plasma.

For his part in helping the 1945 Red Cross War Fund Drive of New York exceed its quota by 1½ million dollars, Red was presented with a testimonial of appreciation Oct. 9 by six borough and chapter chairmen.

In announcing Red's appointment as chairman this year, Colby M. Chester, board chairman of the N. Y. Chapter, ARC, said: "Since the outbreak of the war, few men have rendered more devoted service to Red Cross."

Red has just completed his twelfth season of broadcasting baseball. In 1944 he served for the first time in the dual capacity of WHN sportscaster and Red Cross Chairman. *Sporting News* has rated him the nation's top sports announcer twice.

His radio career began in his sophomore year at the U. of Florida. Red was waiting tables and doing other odd jobs to meet expenses. A professor was scheduled to give a talk on animal husbandry over WRUF Gainesville, the University's station. At the last minute the professor offered Red a free meal if he'd read the talk. Barber did. The station manager liked the way this young chap performed, offered him a job at $100 a month.

Red wanted to finish school, but he did take the radio assignment at 75 cents an hour. His forte was sports. When the Cincinnati Reds trained at Tampa in the spring of 1934, Red met Powel Crosley Jr., president of the Crosley Corp., licensee of WLW (and then WSAI) and president of the Cincinnati Baseball Club. At his own expense Red took in the training season, became personally acquainted with every player.

He went to Cincinnati in March that year, took a job broadcasting the Reds' games and on opening day 1934 Red not only described his first major league game, but saw his first one. He clicked from the start. His homespun expressions and Southern accent won him friends

(*Continued on page 50*)

1

2

3

New England..

HOME OF WBZ

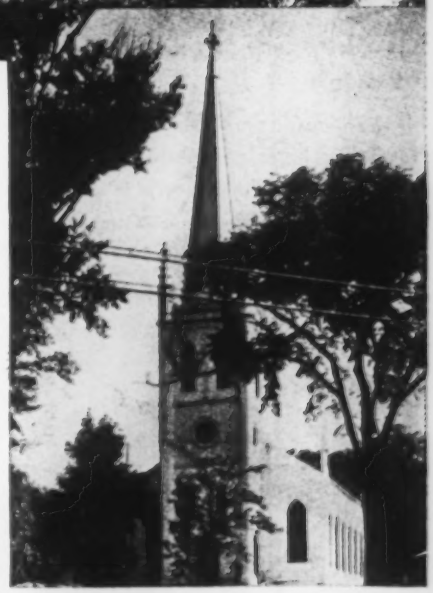
WBZ has a business and mailing address.. Boston, but, with its clear-as-a-bell 50,000-watt signal, it is a "home-town station" in communities throughout all New England. It reflects the pulsing life and cultural traditions of the eight-million typical, prosperous Americans living between the Canadian border and Martha's Vineyard.

Programs on WBZ are nicely adjusted to their needs, tastes, and preferences. WBZ supplies them with what they want.. of entertainment, information, and public-service features.. and in the proportions in which they want them.

High-calibre, locally originated programs vie with ranking network-shows on WBZ. Its musical, home-making, sports, and newscast-offerings make it an essential part of New England's home-life, as it has been for the past 24 years.

An impressive, diversified list of top-notch national, regional, spot, and local sponsors attests the worth of WBZ as a proved selling-force in New England. You, too, can use it to advantage in selling most of industrial and rural New England. Contact NBC Spot Sales for availabilities.

4



5

1. GREENVILLE, N. H. 2. HARRISON, ME. 3. PROVINCETOWN, MASS. 4. DURHAM, N. H. 5. IPSWICH, MASS.

Photographs from New England Council, Maine Development Commission, and Monadnock Region Association.

WBZ
WBZA
BOSTON – SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

Show to Alaska

CRITERION RADIO FEATURES, Inc., Chicago production firm, has placed their transcribed feature *Jimmy Evans Football Forecast* on Alaskan stations KINY, Juneau and KTKN Ketchikan. Program (recorded in NBC's Chicago studios) predicts football game winners, is rushed to Alaskan points for Friday broadcasts. Air expressed to station's owner, Edwin A. Kraft in Seattle, recordings are transshipped by air. Now in its fourth week, program has always made deadline. Show is also aired on approximately 30 stations in the U. S.

New Zealand Group Fights to Free Nation of Government Control of Radio

CAMPAIGN to free New Zealand commercial radio programming from Government control is being waged by Radio Advertisers Assn., Wellington, N. Z.

In a circular addressed to "all radio advertisers" the Association said:

"It is felt that if sufficient individual advertisers will write to the Minister of Broadcasting, urging that they be permitted to purchase in the open field as previously, the present department strangle hold on programs may be eliminated and the alarming decline of audience arrested."

Asserting that ZB (commercial) stations in main centers once enjoyed a basic audience of not less than 73% of listeners but that this has dropped as low as 30 to 50%, the circular continued:

"It is believed that one of the principal reasons for this is the policy of the Government, introduced 12 months ago, which takes away from the advertiser the right to purchase his radio program from any available source and *forces* him to buy only from the Government, and also the offering to local advertisers of programs which have been previously broadcast by the YA (non-commercial) stations, thus reducing the commercial stations to the level of second-run movie theaters.

"The consequent reduction of audience is vital to all radio advertisers—including those who use spot announcements only—as the price paid for radio time was originally based upon a reasonable percentage of audience, and the ZB audience is steadily declining to the disadvantage of all advertisers."

An accompanying circular sent by the Association to Government members of Parliament asserted that the Government plan puts the entire selection of recorded programs for both commercial and non-commercial use in the hands of "only two individuals, members of the Broadcasting Service". The old plan left selection of commercial programs "in the hands of literally dozens of individuals".

"The most elementary knowledge of the entertainment business would establish that no two individuals could possibly select a sufficient variety of programs to cater for the requirements of all listeners," the circular reasoned. It said "two Government officials could not be expected to be broad enough in their entertainment sense" to cover all fields, "particularly when investing public monies, as many programs purchased under the system are necessarily speculative."

Result of the Government plan, it said, "is to lead to the purchase of only those programs which are of a standard pattern, thus depriving the advertiser, commercial broadcasting, and ultimately the listener, of interesting and varied programs."

The Association called advertisers' attention to newspaper ads it had scheduled as part of the campaign. It expressed hope that the circular to Government members, "plus the individual letters from advertisers, will result in the abandonment of the present inefficient method of exclusive Government purchase of programs."

Watch the Time

TELEVISED TIME signals went on the air in Chicago for the first time last week when WBKB, the Balaban and Katz television studios, presented a visual "spot" for the Elgin Watch Co. Running about 90 seconds, the time signal break is presented each Friday at 8 p.m. (CST), between Joe Wilson's *Pigskin Predictions* and Commonwealth Edison's *Telequizicals* show. Since WBKB charges only for talent costs, no time charge was involved in the deal, placed through J. Walter Thompson Co., Chicago.

Chicago Conference

WBBM Chicago, and WGNB Chicago (WGN's frequency modulation sister station), will participate in the Ninth Annual School Broadcast Conference in Chicago Oct. 22-23, featuring displays, demonstrations and lectures on radio. Everett Holles, WBBM news chief, will lecture Oct. 22 on "Televising the News" and pupils of the Taft High School, Chicago, will participate in Tuesdays demonstration of local cut-ins on CBS' *American School of the Air* show. There will also be an FM demonstration presented by WGNB.

"WDAY SAID TO GO TO JOHNSON'S!"

When a local advertiser uses one station five days a week for *eleven years* . . . that's admissible evidence of satisfaction!

***We* think so, and we therefore cite with pride the record of our long association with Johnson's for Shoes (Fargo). And Johnson's is only one of *eighteen* "locals" who have been with WDAY, steadily, from ten to twenty-three years!**

There's no better recommendation than the loyal confidence of *neighbors.* WDAY has it!

WDAY, INC.

N. B. C.

FARGO, N. D.

970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

More people listen to WAKR than to any other station heard in Akron*

* C. E. HOOPER SUMMER 1945 INDEX 8 A. M. TO 6 P. M.

THE INDUSTRIAL GIANTS PROVE IT!

WESTERN ELECTRIC COMPANY, New York and New Jersey
RCA, Harrison and Jersey City, N. J.
HYATT BEARINGS DIVISION, GENERAL MOTORS, Harrison, N. J.
CHEVROLET and GENERAL MOTORS, Bloomfield, N. J.
CURTISS-WRIGHT CORPORATION, Caldwell and Clifton, N. J.
FEDERAL SHIPYARDS, Kearney, N. J.
EASTERN AIRCRAFT DIVISION, GENERAL MOTORS, Linden, N. J.
FORD MOTOR COMPANY, Edgewater, N. J.
GENERAL CABLE CORP., N. J.
L. BAMBERGER & CO., Newark, N. J.
R. J. GOERKE, Elizabeth, N. J.
LAWRENCE AERONAUTICAL CORP., Linden, N. J.
SIMMONS COMPANY, Elizabeth, N. J.
CIBA PHARMACEUTICAL COMPANY, Summit, N. J.
GENERAL ELECTRIC COMPANY, Bloomfield, N. J. and N. Y.
THE HOME STYLE LAUNDRY, Montclair, N. J.
HAHNE & COMPANY, Newark, N. J.
KRESGE-NEWARK, Department Store
MERCK AND COMPANY, New Jersey
WESTINGHOUSE ELECTRIC, N. J.
PUR-O-LATOR PROD. INC., Newark, N. J.
LIONEL CORPORATION, Irvington, N. J.
AMERICAN STORES, N. J.
COLUMBIAN LAUNDRY, Newark, N. J.
ARMOUR & COMPANY, N. J.
HEARNS, Newark, N. J.
COLGATE-PALMOLIVE-PEET COMPANY, Jersey City, N. J.
ATLANTIC & PACIFIC TEA COMPANY, N. J.
WALTER KIDDE CORPORATION, N. J.
THOMAS A. EDISON INDUSTRIES, West Orange, N. J.

It was the hectic period of V-J Day celebration. Northern New Jersey's Industrial Giants HAD to get information to their workers in America's Fourth Largest Market . . . about time off . . . when to resume work . . . about emergency shift changes . . . about picking up pay envelopes. The problem, HOW TO DO IT BEST? Naturally, they called on WAAT-Newark to contact their people, *because they know:*

WAAT delivers more listeners per dollar in America's 4TH Largest Market* than any other station— including all 50,000 watters!

** Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.*

WAAT

970 KC
NEWARK, N. J.

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

THANKS, VARIETY—
AGENCIES AND AUDIENCE THINK
HERSON IS FIRST TOO!

Bill Herson's
"COFFEE WITH CONGRESS"

"FIRST REALLY DIFFERENT PROGRAM WITH A CAPITOL HILL FLAVOR TO COME OUT OF WASHINGTON"

. . so says VARIETY

A completely new idea in morning programming is Bill Herson's "COFFEE WITH CONGRESS" broadcast every Saturday morning, 8:15-9:00 a.m. — It's another "First" for WRC . . .

First time members of Congress have been informally interviewed in their homes—over the breakfast table. Herson presents "little-known" facts about "well-known" law-makers in an ad-lib friendly chat with Congressmen and their families.

Another reason why Herson is Washington's No. 1 morning personality. For spot availabilities see NBC Spot Sales.

FIRST in WASHINGTON
WRC
NBC
Represented by NBC SPOT SALES

Respects

(Continued from page 46)

by the score. He learned the characteristics of every player. When he broadcast out-of-town games from Western Union reports, Red carried on a rapid-fire description of the players.

In Cincinnati he was sponsored first by Ford dealers, later by Wheaties. General Manager Larry MacPhail of the Reds took a liking to the red-headed Southern boy who was making good. When Larry left the Reds to become head of the Brooklyn Dodgers, he sent for Red Barber. In 1939 Red went to New York and did the Dodgers games over WOR. In 1942 to switched to WHN.

Obviously, the "old red head" quickly endeared himself to the citizens of Brooklyn. One year after his arrival, the Brooklyn Chamber of Commerce gave him its annual award for being "that young man who has made the largest civic contributions to the betterment of Brooklyn".

Red's Old Gold Dodger-Cincinnati broadcast from Ebbetts Field, Brooklyn, over WHN on Sunday, Sept. 13, 1942, topped all previous War Bond promotions with sales of over $325,000.

Co-worker on his WHN broadcasts the last four years, Connie Desmond, calls him one of the "most honest" reporters in the baseball broadcasting business.

Baseball is not Red's only stint. During the fall he broadcasts the New York Giants' professional football games over WHN. When he was with Crosley he did the Chio State and Notre Dame games for WLW. He also does a sports commentary for newsreels and makes records for the OWI overseas division.

For eight consecutive years, 1935-43, Red did the World Series. His Southern accent comes natural, Red having been born Feb. 17, 1908, in Columbus, Miss.

During his college days he was seriously hurt in an automobile accident. When stretcher-bearers were taking him into a hospital he saw a beautiful young woman in white. "I thought for a minute I was in heaven," said Red. She was his nurse. Now she is Mrs. Barber. Red and his wife live in Scarsdale, N. Y., with their 7-year-old daughter, Sarah.

What he considers his greatest honor came early this year when the Sports Broadcasters Assn. chose him as the sports broadcaster "who has done most to bring credit and dignity to his profession in 1944". The only reported criticism of the red-head came from a Brooklyn fan who once denounced him as being "too fair".

NBC "Congressional Medal of Honor" program has been commended by Vivian D. Corbly, national adjutant of the Disabled American Veterans, in an interview in current issue of What's New in Veteran News.

ALLIED ARTS

JAMES L. WOLCOTT, former production manager of "The March of Time", has been appointed vice-president, general manager and a member of the board of directors of Audience Research Inc., New York.

IRVING FRISCH, recently with Bell Telephone Labs., technical staff, has rejoined Radio Wire Television Inc., New York, as advertising director.

CHARLES MICHELSON Inc., New York, distributor of "The Shadow", is releasing a companion radio series of half-hour open end transcriptions titled "The Avenger", now available to stations for local sponsors. Series includes 52 programs.

FRANK V. GOODMAN, former sales manager of Sonora Phonograph Co., Chicago, and associated with other companies in phonograph, radio and refrigeration industries, has joined Andrea Radio Corp., Long Island City, N. Y., as general sales and advertising manager.

JACK CAVANAUGH has returned to All-Canada Radio Facilities, Calgary, program division, after discharge from the RCAF Atlantic Coastal Command.

CHARLES GARLAND, former associate radio director of Berg-Allenberg, Beverly Hills, Cal., artist service, has opened his own talent agency at 9169 Sunset Blvd., Beverly Hills, Cal.

MAURICE C. DREICER, head of Maurice C. Dreicer Programs, Forum Service Inc., and Voice Analysis Service, New York, has started the Idea Counselor for new ideas, check-ups and analysis services on radio, television, public relations, politics, sales, promotion, or business. Address: 998 Fifth Ave., New York.

MORTIMER S. PALITZ, released from the Army, has been named vice-president of Cosmopolitan Records Inc., New York. Prior to his Army career Palitz was with Columbia Records.

PAUL GARDNER, former magazine editor of American Broadcasting Co., has been appointed editor of Tune In magazine.

BOB THIELE concluded his WHN New York disc program Oct. 18 to devote more time to his post as music director of Signature Record Co., New York, which has expanded activities.

E. W. EISENHOWER, with Westinghouse Electric Supply Co. for 11 years and district merchandise manager for Arizona, California, Idaho and Utah for eight years; has been appointed manager of southern California district of Westinghouse Home Radio Division, in charge of merchandising Westinghouse home radio and television receivers in that territory and Oregon, Washington, and Hawaii.

JEAN McCORMICK, formerly of the radio department of Crossley Inc., and research statistician with the U. of Chicago, has joined Cooperative Analysis of Broadcasting, New York, as assistant to **JAY STANWYCK**, editor of CBS reports.

SIMON J. SHALTZ, night city editor of the Philadelphia Record, has left the newspaper to set up a publicity and radio promotion agency, Adelphia Assoc., with offices in the Real Estate Trust Bldg. Associated with him in the agency are **GERTRUDE GOLDEN** and **ISABELLE BOBROW**.

THOMAS A. McAVITY, freelance producer and former vice-president in charge of radio for Lord & Thomas, Hollywood, has joined Famous Artists Corp., Beverly Hills, Cal., talent service, as vice-president in charge of radio.

BILL LIVINGSTON, former New York producer of Warwick & Legler, has joined RKO Radio Pictures as Hollywood radio contact.

HARRY JACOBS PRODUCTIONS, New York producer of transcribed programs, has established West Coast offices at 8820 Sunset Blvd., Los Angeles. Telephone is Crestview 5-2871. **BERENICE LAWRENCE**, formerly of Free & Peters, Hollywood, is office manager and in charge of sales promotion.

CRITERION RADIO FEATURES, Chicago, has placed the "Jimmy Evans Football Forecast" program on the following stations: WHK WPAY WTCM WCOA WBAP KTSA WFCI WINN WAYS KTKN KINY KVFD.

DECCA RECORDS has installed two presses at its new West Coast plant at 960 N. La Brea Ave., Hollywood, and has started its own pressing. Company also has installed all new recording equipment at that plant.

WINN
LOUISVILLE
Home of the Kentucky Derby
AMERICAN
WINN
BROADCASTING COMPANY
Represented by
BROADCAST SALES COMPANY
New York and Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco
HARRY McTIGUE
General Manager

Time Buyers!

CALL ON "Spot" FOR NEW ANGLES

WEAF	New York
WBZ & WBZA	Boston, Springfield
WGY	Schenectady
KYW	Philadelphia
WRC	Washington
KDKA	Pittsburgh
WTAM	Cleveland
WOWO	Ft. Wayne
WMAQ	Chicago
KOA	Denver
KPO	San Francisco

FEEL THE NEED OF A FRESH VIEWPOINT—a different slant? Why not let "Spot" help you tackle time problems? He can't promise to supply the exact time you had in mind—NBC time is too popular for *that*—but he can point out some mighty solid and interesting new angles on available time.

Call on "Spot" today for new angles on available time on one or all of NBC's key stations—stations which blanket 55% of the radio families in the U. S. with incomes 31.2% higher than the national average. Today with reconversion going full blast, farsighted buyers know . . . more than ever . . . the importance of catering to this huge audience in America's richest market.

NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161
Denver, Maine 6211 . . . Boston, Hancock 4261

DETROIT'S LEADING INDEPENDENT STATION

WJBK

PLENTY OF B. T. O.'s* ON WJBK

* Big Time Operators

WJBK delivers, one reason why you'll find these B.T.O.'s with WJBK, year after year!

Stanback
Carter's Little Liver Pills
Super Suds
Del Monte Coffee
Ex Lax
Lifebuoy
Rinso
Tintex
Wild Root Cream Oil
Wurlitzer
Kresge
Sunshine Biscuit
Pillsbury Flour
Oxydol
Ward Baking Co.
Adam Hats
Bond Bread
Chelsea Cigarettes

WJBK GETS RESULTS

★

ANOTHER REASON WHY

STATION WJBK

Carries more national advertising . . . does a larger dollar volume . . . than any other 250 watt station in the country.

WJBK
JAMES F. HOPKINS, INC.
CURTIS BUILDING
DETROIT 2, MICH.

'Your Esso Reporter' Points To Successful 10 Years on Air

BACKGROUND and history of one of the most consistent and successful spot radio accounts—Standard Oil Co. of New Jersey, N. Y.—is described in an illustrated booklet using automotive terminology published by the company for local dealers. Success story of *Your Esso Reporter* was printed simultaneously with the 10th anniversary celebration from Oct. 7 to Oct. 26 of the company's sponsorship of the program, which will be commemorated by the presentation of silver plaques to the 10 stations that have carried the program for the last 10 years. [BROADCASTING, Oct. 1]

Sponsorship of the program started in 1935 on 10 stations at the time the United Press inaugurated a special radio wire service. Five-minute news show is sponsored four times a day—five days a week and according to the booklet "has more time on the air and is on the air more times than any other single program." Company today has 38 stations in major markets carrying the program, reaching 91% of the radio homes in Esso's marketing area with primary coverage. During the war the company had little to sell because of rationing and didn't add any stations.

Teletype circuits connect all stations carrying the program to the radio department of Marschalk & Pratt, agency handling the account. Schedules of commercials are prepared individually for each broadcast area. Broadcast period varies from station to station, mostly following the general pattern of morning, noon, early evening and late night. Since marketing set-ups differ in different stafes, individual company marketing divisions frequently promote products not featured by other divisions.

Booklet proudly proclaims that the *Esso Reporter* tops the No. 1 network shows every week. Show, it is claimed, has ability to pull up to 1,144,000 people to their radios for one five-minute spot per day. One example of pulling power is that 3,762,963 glass banks were sold by the dealers in less than two months after the banks were mentioned on the air. Another drive pulled 2,646,000 requests for Esso War Map I, and 3,629,000 for Esso War Map II. Before the war, when the *Reporter* plugged the Harrisonburg Virginia Turkey festival, approximately 144,000 visitors showed up—at least 44,000 more than ever before.

Average commercial on the five-minute show runs about 35 seconds, unless a special government message is being given. Then it may run a few seconds longer. Commercials for past 10 years are kept in microfilm. Marschalk & Pratt officials estimate they now have about 9,460 feet of microfilm commercials. No individual commercial is ever used more than six times. Bill Freeman, creative account executive of Marschalk & Pratt, estimates he has written about 8,000 of those commercials in 10 years. R. M. Grey, manager of the advertising sales promotion department of Standard Oil Co. of New Jersey, said: "We make frequent check-ups of the program's ability to produce tangible results and our files contain much direct evidence of having literally brought many thousands of potential customers into Esso stations.

"Time after time we have had impressive evidence of the program's power to move merchandise for our dealers — gasoline, tires, motor oil, oil burners and so on. Our dealers have felt the effect of the program so strongly that when items have been featured on the *Reporter* we have often cleaned them out of stock entirely. Needless to say, both we and our dealers thought these stocks were adequate, before scheduling commercials.

"We are convinced from our experiences with *Your Esso Reporter* that radio holds an essential place in a well-rounded advertising program like ours, which includes television, newspaper, outdoor, direct-by-mail, point of sale display, dealer promotion material, movies and trade papers."

It's SUPERMAN!

SUPERMAN of WKZO Kalamazoo is its chief announcer, Marion Stutes. In addition to announcing duties, taking eight hours a day, he has been carrying a normal load for three semesters at Kalamazoo College, where he is president of the student body on campus. After graduation next June, he plans to go to the U. of Mexico. He will doubtless fly up between classes for station breaks.

Meet

ARLETH HAEBERLE

Purveyor of Glamour . . .
. . . at the kitchen sink!

Six days a week "AROUND THE TOWN WITH ARLETH HAEBERLE" is heard by more women than any other home-maker's program! Her Testing Bureau (organized before the war) is all set to go to work for new products now. Details and future participating availabilities on request.

•

The Great Minnesota (and Wisconsin) audience demands, deserves and GETS the best in radio!

WTCN
MINNEAPOLIS • ST. PAUL, MINNESOTA
AMERICAN BROADCASTING CO.

FREE AND PETERS *National Representatives*

HORACE N. STOVIN AND COMPANY
•
RADIO STATION REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

There Is An Audiodisc And An Audiopoint For Every Recording Need

AUDIODISCS have all of the features essential to high fidelity recording. A superior lacquer is applied by a unique process that gives a flawless surface. In cutting, the thread throws well and there is no static. In playback, whether at once or in the future, there is low surface noise. Their playback life is unequalled. There are six types of AUDIODISCS:

RED LABEL tops all accepted quality standards for professional use. Double-sided in 6½", 8", 10", 12" and 16" diameters.

SINGLE FACE RED LABEL brings new economy to applications requiring but one side. 12" and 16" diameters.

YELLOW LABEL, Double-sided blanks of uniform quality and "wide latitude." Extra-fine adjustments unnecessary. Sizes as Red Label.

REFERENCE permits extreme economy in test-cuts, filing and reference recordings. Double-sided in 10", 12" and 16" diameters.

MASTERS for choice copies (pressings) after electroplating. Double or single face in 12", 13¼" and 17¼" diameters.

BLUE LABEL best discs at low cost. Thin aluminum base, same recording lacquer as professional AUDIODISCS. 6½", 8" and 10".

All AUDIODISCS are manufactured on aluminum base—and glass base too, except for the 6½" and Blue Label type.

AUDIO DEVICES, INC., 444 MADISON AVE., N. Y. C.

AUDIOPOINTS

Audiopoints, made by skilled craftsmen, are available in three types of recording styli and three types of playback points. Cutting and playback points are matched to give finest performance.

RECORDING POINTS

SAPPHIRE NO. 14, for professionals, designed to give proper thread throw. No finer made.

STELLITE NO. 34, professional type. Cuts quiet, shiny groove for several hours.

DIAMOND-LAPPED STEEL NO. 50, cuts a fine, quiet groove, gives from 15 to 30 minutes actual recording time.

PLAYBACK POINTS

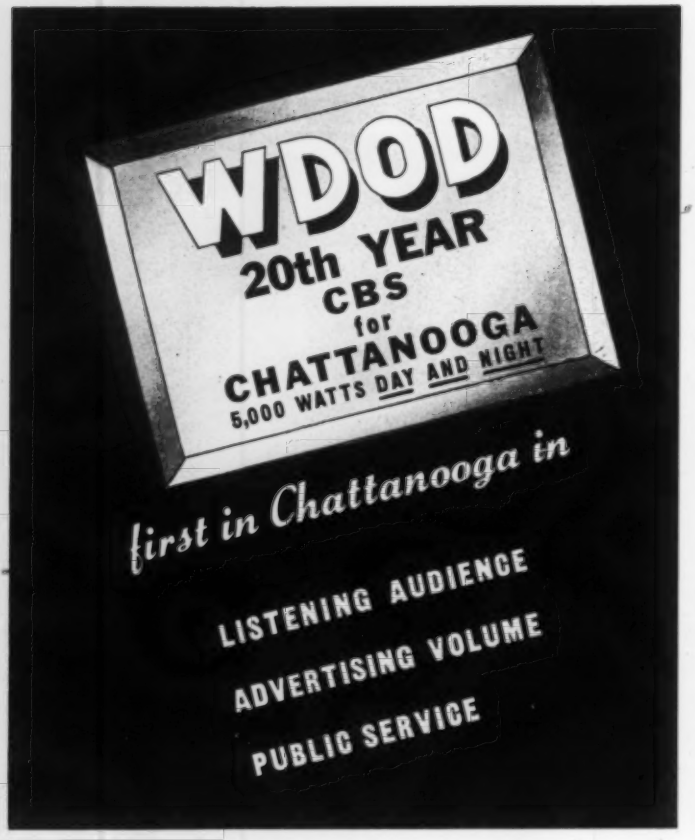
SAPPHIRE NO. 113, finest obtainable. Complete fidelity and minimum disc wear.

BENT SHANK NO. 154, for heavy pickups.

STRAIGHT SHANK STEEL NO. 151, for light pickups.

Audio's resharpening and repolishing services give real economy in the use of **AUDIOPOINTS,** Nos. 14, 34 and 113. Consult your local dealer.

they speak for themselves **audiodiscs**



THIS IS BILL...

..... one of the service station managers who kept hundreds of thousands of necessary cars on the roads during the war and sold over $115,718,000 worth of gasoline during the war years. Think of what the gasoline market will be in postwar years in eastern and central New York and western New England—the WGY COMMUNITY*—one of the richest areas in the nation!

And WGY is the ONLY medium which combines this valuable market into ONE coverage area.

**WGY's primary and secondary areas contain 18 cities with a population of over 25,000, 39 cities of over 10,000, and 40 incorporated towns and villages of over 5000 population.*

WGY

SCHENECTADY, NEW YORK

50,000 watts—NBC—23 years of service

Represented Nationally by NBC Spot Sales

GENERAL ELECTRIC

WGY-258

News

WILLIAM RHODES, former announcer of KMO Tacoma and prior to that in the Army, has joined KMPC Hollywood as newscaster and special events announcer.

TONY MORSE, newscaster of KGO San Francisco, is father of a boy.

JACK MAHON, Mutual correspondent, returns to this country with the Third Fleet after his tour overseas for network. He is preparing a book of his Pacific experiences which he expects to have completed late this year.

ED PETTITT, head of Mutual San Francisco news room, has shifted to New York and is replaced by **JACK FERN** of the Mutual-KFRC San Francisco news staff.

DICK DOTY, day news editor of WCOP Boston, Oct. 6 married Mary Alice Brayer of Buffalo, N. Y.

GENE RIDER, CBS correspondent home to Miami, Fla., after two years in the Pacific and Europe, was heard over WQAM Miami in special interview for the "folks who knew him when." He is former chief engineer of WQAM.

DICK BENSON, formerly of WJTN Jamestown, N. Y., has joined announcing staff of WRRN Warren, O. He will give play-by-play of local football games.

LESLIE BAIN, commentator and nationally syndicated columnist, has returned to WKAT Miami Beach, Fla., where he originated his radio news program in 1940. He is heard Monday through Friday 6:15 p.m. First four programs of week are on national and international news and Friday program presents latest in atomic developments.

HENRY ORBACH, former western division manager of news for American Broadcasting Co., has been appointed news chief of KFRE Fresno, Cal.

BUDDY GREENSPAN, recently discharged from the Navy, has rejoined the WHN New York sports staff.

DON LERCH, director of WEAF New York "Modern Farmer" program, is reporting findings and proceedings of the World Food & Argiculture Organization convention at Quebec via transcriptions.

IRVIN LEWIS, assistant news editor of WLS Chicago, has returned to his home at Tulsa for an indefinite stay, due to illness of his mother.

MAJ. ROBERT MENAUGH, soon to be released by the Army, plans to return to the House Radio Gallery as superintendent Nov. 1. During his military service **WILLIAM VAUGHAN** has been acting superintendent.

JACK BEALL, formerly of the news staff of WLW Cincinnati, is now with WJZ New York and conducts Sunday night newscast from Washington.

PETER DUBINSKY from Transradio-Press Washington bureau to AP Radio Wire, Washington.

FRAYE GILBERT has resigned from news staff of WOAI San Antonio to await return of her husband, Maj. Harry Gilbert, from Europe.

JACK O'REILLY, former WNEW New York announcer, joined WHOM New York Oct. 15 as special events director replacing **DALE MORGAN**, who shifts to the Cowles' station WOL Washington. O'Reilly will be m.c. of 2½ hour afternoon "WHOM Caravan" and of "Inquiring Microphone" in addition to his special events work.

FRANK MEAD, former production manager of CJAT Trail, B. C., has joined the news department of CKWX Vancouver.

TOM STEWART, for 10 years with CKMO Vancouver, has been named head of the news department.

JIM FOSTER, sports announcer of KTBI Tacoma, Wash., has returned from three-month leave of absence as U. S. forest ranger in Olympic National Forest. **JOSHUA BARMASH**, using air name of Bill Berry, has joined KTBI as news and special events announcer after discharge from Army.

BOOKLETS giving complete review in words and pictures of roster of New York Giants are being offered free by Red Barber and Connie Desmond to listeners of WHN New York Sunday broadcasts of Giants football games sponsored by P. Lorillard Co., New York for Old Golds. Agency is Lennen & Mitchell, New York.

Technical

T. G. BOMBAUGH, released from the Navy reserve, has returned as transmission engineer at the WLS-WENR transmitter, Chicago, after three years in Navy communications. **ARTHUR R. JOHNSON**, returned from military leave of absence with the Navy, has been reinstated as assistant station engineer of WLS-WENR transmitter. He was in service for three years.

WILF RAY has been appointed chief program engineer of CKMO Vancouver and **ERIC LAVELLE** has joined the operating staff.

AL KLENMAN has returned from the RCAF to the engineering staff of CKWX Vancouver.

GEORGE HENDERSON has been named engineer of CKY Winnipeg. He joined CKY in 1932 as control operator and became equipment supervisor in 1942.

GORDON THOMPSON, in the RCAF since early 1943, is returning to CKY Winnipeg as control operator.

HARDY SYDNER, for 18 months serving with the Army Signal Corps in France and Germany, has returned to WRVA Richmond, Va., as control operator.

WILLIAM R. SCHWALM, released from service, has returned to transmitter staff of WQXR New York. Others returned from armed service are **ZAVEN N. MASOOMIAM**, control engineer, and **GEORGE M. SCHIMMEL**, engineer.

DONALD SAUNDERS, released from the Navy as lieutenant commander, has returned to WTOP Washington as engineer. He was in charge of a Navy radio installation in New Orleans while in service. Two new WTOP engineers are **WILLIAM B. VAUGHAN**, former chief radioman in the Navy and prior to that with WAIR Winston Salem and WRAL Raleigh, N. C., and **JULIAN RALSTON**, who was Navy specialist in electronic research and previously with WKEY Covington, Va.

HAROLD E. SAYLOR, formerly of the FBI radio division, has joined the CBS maintenance department of technical operations.

KENNETH STANGER, engineer of KLZ Denver, is father of a boy.

ELWOOD MIKEL, formerly with Naval Research Lab., Washington, has joined engineering staff of WOWO Fort Wayne as a studio operator.

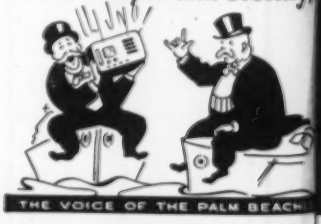
JOHN PENAZ, former chief engineer of WHBG Harrisburg, Pa., is new member of technical staff of WKBZ Muskegon, Mich.

MICKEY YANITOR, released from service, has joined technical staff of WRRN Warren, O.

JOHN M. BALDWIN, technical director of KDYL Salt Lake City, will spend next month in Washington, D. C., and other eastern cities on business for the station. He has directed work on KDYL experimental television transmitter, now near completion.

CBS **WJNO**

Where "Dun and Bradstreet" meet "Hooper and Crossley"



WTAM's Sohio Reporter Rates First with Cleveland Listeners

THE *most popular* news programs in Cleveland. Four times daily, Clevelanders get their news the way they want it . . . brief, concise and without bias from the Sohio Reporter. A vital, four pronged newscast written and edited in the WTAM News Room. "Another Sohio Service" is another community service by WTAM . . . . *first* in listening audience, day and night and *first* in all program popularity polls, year after year.

WAYNE JOHNSON . . . *the "voice" of the Sohio Reporter gives facts, not opinions*

FIRST in CLEVELAND

WTAM

50,000 watts

Represented by NBC SPOT SALES

The WTAM News Room in an all night "jam session"

TOPS IN THE "HEARTLAND"

In the "Heartland" you'll find some of the richest, busiest farms of the midwest, plus important industries including meat packing plants, corn processing, soybean and sugar beet factories. Producing food for a hungry world has naturally increased the "spendable" income at home.

TOUCH "HOME" WITH KGLO

293,080 Radio families in the area are reached by the friendly voice of KGLO. Tell them . . . sell them . . . put KGLO on your station list.

Use KGLO and WTAD
Quincy, Illinois
A Natural Combination

kglo

MASON CITY Iowa

1300 K.C. 5,000 Watts

CBS Affiliate

Weed & Company, Rep.

A Lee STATION

NABET NAMES ALLEN AS FULLTIME AGENT

CLARENCE A. ALLEN has resigned as secretary-treasurer of National Assn. of Broadcast Engineers and Technicians to work full time as NABET national representative, a position he formerly coupled with the job of secretary - treasurer.

Mr. Allen

H. E. Hiller, New York chapter chairman, is new national secretary - treasurer and national representative in New England, New York, and Pennsylvania. Mr. Allen's territory includes the rest of U.S. He said the changes were made to allow more time for organization of new NABET units, contract negotiation, and similar work.

Both Mr. Allen and Mr. Hiller have resigned from NBC and Mr. Allen has also given up the post of Washington chapter chairman, being succeeded by Dorson A. Ullman, who returned to WRC Washington from New York last July. Mr. Allen will continue to maintain offices in Washington. Mr. Hiller and NABET President A. T. Powley will be headquartered in New York.

PREMIER of new Nash-Kelvinator Corp. series on CBS, *The Andrews Sisters Show*, was preceded by cocktail party attended by sponsor, agency, net officials (l to r): William C. Gittinger, CBS sales vice-president; Maxine Andrews; George Mason, sponsor president; Patty Andrews; B. B. Geyer, president, Geyer, Cornell & Newell; LaVerne Andrews; H. C. Doss, Nash Motors sales vice-president.

Lupis Leaves WHOM

GIUSEPPI LUPIS, former supervisor of Italian programs for WHOM New York, has resigned and left on the Gripsholm Oct. 16 for Rome, where he will be a member of the National Consultative Assembly. The Assembly will be the nominal Italian Chamber of Deputies pending final settlement of the future Constitution. He has been associated with WHOM since 1938, and has also been editor of *Il Mondo*, Italian magazine.

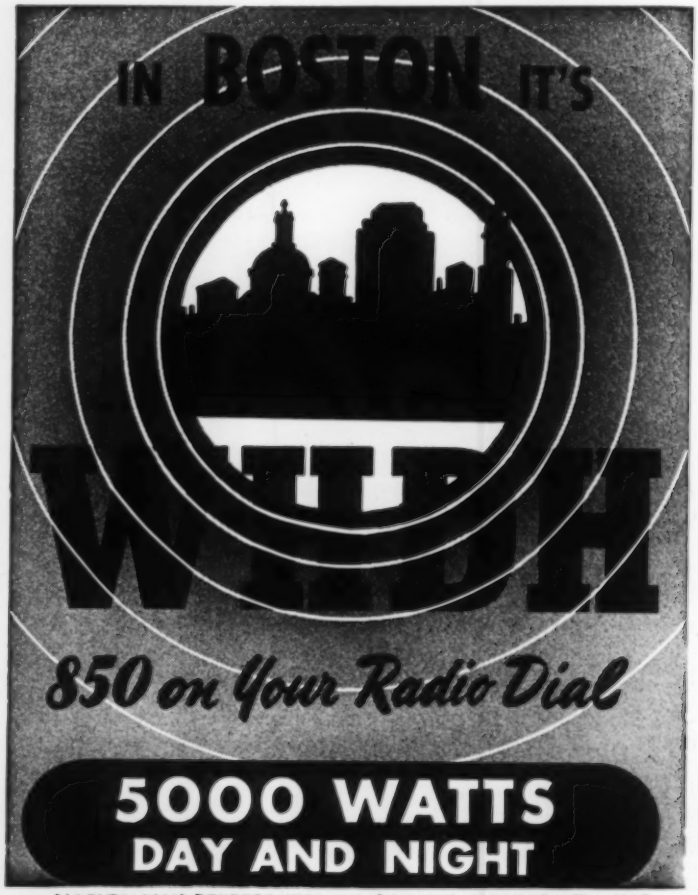
Willis Named Assistant Manager of Nunn Group

J. ED WILLIS, manager of WLAP Lexington, Ky., one of the four Nunn Stations, has been appointed assistant general manager of the Nunn group, which has headquarters at Lexington.

Gilmore Nunn, who has resumed active duties as president and general manager of the group after serving in the Army, announced the appointment in connection with a meeting of Nunn station managers and general office personnel held Oct. 8-10 at Lexington.

Mr. Willis is a native Kentuckian. He has been with WLAP for 11 years, as manager the past two. He will be succeeded by Miller A. Welch, a member of the WLAP sales staff for nine years.

Representing the stations at the meeting were Mr. Welch of WLAP; Howard P. Robertson, manager of KFDA Amarillo, Tex.; John P. Hart, manager of WBIR Knoxville, Tenn., and Joseph B. Matthews, manager of WCMI Ashland, Ky.-Huntington, W. Va. General office members present were President Nunn, Assistant General Manager Willis, J. Lindsay Nunn, chairman of board; G. D. Bowie, secretary and treasurer, and Sanford Helt, chief engineer.



NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

WCKY

the 50,000 watt voice of Cincinnati

a new city....

a new station....

even a new name....

but,

THE SAME STAR PERFORMER

and

AUDIENCE-BUILDER

One of radio's best-known Home Service Directors . . . one of the mid-west's most popular women changes to a new city, a new station and even a new name. Catherine Daniels is nationally known as "Jane Porter," for the past eleven years director of the famous "Magic Kitchen" on popular KMOX, St. Louis. Now she joins WISH as CATHERINE DANIELS.

CATHERINE DANIELS

Catherine Daniels, with her more than sixteen years experience in radio, comes to WISH as Home Service Director and Food Counsellor to manufacturers, jobbers, wholesalers and retailers in Indiana. Catherine Daniels will be featured daily, Monday through Friday in her new and friendly program beamed entirely to Hoosier women, "At Home With Catherine Daniels."

"At Home With Catherine Daniels"

Catherine Daniels KNOWS HOW. She has worked year after year for many of the best known food advertisers in the nation. Those advertisers participating in the new WISH feature, "At Home With Catherine Daniels" will be SURE of results in a big way when Catherine Daniels gets down to work for them.

***FOR PARTICIPATION IN THE* CATHERINE DANIELS PROGRAM**

FOR SALES IN HOOSIERLAND . . . CALL FREE & PETERS OR WRITE OR WIRE

WISH

The Station That's Gone Places in

INDIANAPOLIS

REPRESENTED NATIONALLY BY FREE & PETERS

NEW YORK • CHICAGO • DETROIT • ATLANTA • HOLLYWOOD • SAN FRANCISCO

WLAW

Reaches 1,902,591 residents of Industrial New England

WLAW

5000 watt power, day and night. 680 kc. A clear strong signal

WLAW

Lawrence, Massachusetts
Affiliated with American Broadcasting Co.

NATIONAL REPRESENTATIVES:
WEED & CO.

H. PIERSON MAPES, former sales promotion manager of Philco Distributors Inc., New York, for 15 years, has been appointed general manager of Hutchins Adv. Co., New York. His new duties include supervision of production of Philco's "Radio Hall of Fame" and "Breakfast Club" portions on American.

FLORENCE McKENNA, formerly with Dancer-Fitzgerald-Sample, Foote-Cone & Belding and Ruthrauff & Ryan, has been appointed copy chief of Goldman & Gross, Chicago. **EDWARD MITTLESTADT**, former art director with United States Adv., is now in that post at Goldman & Gross.

GLADYS SEALES DEWEY has joined O'Brien Gourlay Ltd., Vancouver, as radio director. Mrs. Dewey was formerly with CJVI CJCJ CFAC.

DABNEY O. COLLINS, former advertising manager of Davis & Shaw Furniture Co., Denver, has been appointed vice-president of the Galen E. Broyles Co., Denver agency.

DON NEVILLE MAINGUY, formerly with J. Walter Thompson Co., New York, and **LT. COMDR. JAMES W. JOHNSON**, USNR, have joined Rickard & Co., New York, as account executives.

FRED JORDAN, vice-president of Buchanan & Co., Los Angeles, is in New York for three weeks conferences with home office executives.

TED SELLER, with McCann-Erickson, New York, for two years as assistant account executive, has been appointed account executive on Woman's Home Companion.

RICHARD JAMES, former account executive with Peck Adv., New York, has returned to the agency after two years with the American Red Cross in New Guinea and the Philippines.

LT. COMDR. SAMUEL LANHAM, USNR, has been released from the service and has rejoined J. M. Mathes Inc., New York.

ALEXANDER MITCHELL INES, account representative of J. Walter Thompson Co., London, has arrived in New York to visit the company's office. **EDWARD FIELDEN**, manager of J-W-T office in Bombay, has left New York to spend a month in the London office before returning to India.

MASON L. HAM, former agency executive with BBDO New York, has been appointed manager of the commercial department of Doremus & Co., Boston.

DONALD W. SEVERN, formerly with Young & Rubicam, New York, and recently released from the Army, Oct. 16 joined the radio department of Kenyon & Eckhardt, New York, as talent buyer.

MARION PARHAM, formerly with Free & Peters and Erwin, Wasey & Co., has been appointed spot time buyer in the radio department at Kenyon & Eckhardt, New York.

LT. COL. THOMAS M. KERESEY, partner in Ivey & Ellington as well as vice-president and director, has returned to the agency after serving in the Army for 3½ years.

Mr. Keresey

CAPT. H. W. GRATHWOHL, on terminal leave from the Army, has joined Duane Jones Co., New York, as account executive. Prior to joining the Army he was in the merchandising department of Alco Gravure, Hoboken.

SALLY SMYTH MANSFIELD, former assistant space buyer with Compton Adv., New York, has been appointed media director of Wildrick & Miller, New York.

GENE KRAEMER, formerly with the network sales department of NBC and with Joseph Hershey McGillvra Inc., has joined the New York office of Joseph Katz Co. as field representative. Kraemer left New York Oct. 16 for a trip through Midwest to call on stations and newspapers.

CALHOUN CARTWRIGHT, in the Navy for three years, has joined Allan Miller Agency, Toledo, O., as publicity director. He formerly was news editor of WCAR Pontiac, Mich., and at one time operated his own publicity agency. He will write "Optimist Show", national transcribed feature of Optimist Club of North America.

Amateur Contest

WBBM Chicago, in cooperation with the Chicago *Daily Times*, opens search Oct. 27 to find Chicago's leading amateur singers. Contest will be broadcast five consecutive Saturdays (11:05-11:30 p.m. CTS) with two final winners, a boy and a girl, to be chosen Nov. 24 from the final broadcast, titled *Harvest Moon Festival*, from Chicago Stadium. *Festival* will feature Benny Goodman and other headliners. Finals winners will receive $75 contracts for a week's appearance over WBBM. Weekly winners will receive $25 Victory Bonds.

Pleased to Accept

ROY ROGERS, guesting on the Friendship Ranch show, sponsored by General Baking Co., New York (Bond Bread), Sunday, on American, offhandedly told the kids of the cast on the Oct. 14 program, "I'm gonna take all you kids to the rodeo this afternoon as my guests". Within an hour more than a thousand youngsters had called to accept the invitation which they had mistakenly concluded was a general one.

AGENCIES

JOSEPH JACKSON has been appointed planning director, and **JACK L. ADAMS**, account executive of Davis & Beaven Adv., Los Angeles.

NICHOLAS F. NAFF has joined copy department of Hillman-Shane-Breyer, Los Angeles agency.

RUPERT LUCAS shifts from New York to Hollywood staff of Young & Rubicam as production supervisor, relinquishing his assignment on NBC "March of Time".

CARLTON ALSOP, former vice-president in charge of radio for Sherman-Marquette, takes over MGM Hollywood production assignment Oct. 22. He has been signed to a term contract.

HARRY ACKERMAN, vice-president of Young & Rubicam, after several weeks in Hollywood on agency business, has returned to New York headquarters. With him is **BOB HUSSEY**, West Coast talent buyer of agency.

ED KNEASS, a lieutenant-commander in the Navy and on active duty since Pearl Harbor, has returned to his post as press bureau director of J. Walter Thompson Co., San Francisco.

RICHARD DIGGS, story editor of Ward Wheelock Co., has been shifted from New York to Hollywood.

ANDY POTTER has resigned from NBC Hollywood production staff to join **DON BERNARD**, West Coast production manager of William Esty & Co., as producer.

J. MACK NEVERGOLE shifts from his post as advertising manager for Godall Rubber Co., to the Roland G. E. Ullman Adv., Philadelphia, as account executive.

MANNIE KLEIN, of the Packard Agency, Philadelphia, Nov. 1 opens his own firm, Deane, Klein & Davidson, in Philadelphia.

DON BERNARD, West Coast radio director of William Esty & Co., has resigned as president of Los Angeles chapter, Radio Directors Guild.

MAJ. J. G. MOTHERAL has returned to the San Francisco office of BBDO after more than three years service with AAF.

MARION F. HATFIELD ASSOC., Portland, Ore., newly organized radio advertising agency, expects to open San Francisco and Los Angeles offices by Jan. 1. Agency this month completed a new-account campaign for KWLK Longview, Wash.

VIVIAN McMURTREY and **MARY MARGARET GODFREY** have joined Short & Baum Adv., Portland, Ore. Mrs. McMurtrey, assigned to copy and research, has been with San Francisco office of Foote, Cone & Belding, and formerly was with Portland office of McCann-Erickson. Mrs. Godfrey, assigned to copy and public relations, served as advertising manager of J. K. Gill Co. and for many years has done free-lance publicity and promotion work in Portland.

HIGHEST CONCENTRATED COVERAGE in the DETROIT AREA

—AT LOWEST DOLLAR COST!

● And it's a **fact**— this live-wire station's 5,000 watts at 800 kc. is the key that will open AMERICA'S THIRD MARKET to **your** product and assure you a healthy portion of profit that is yours for the asking. Let's get together and do some sure-fire planning without delay.

J. E. CAMPEAU, *Managing Director*
Union Guardian Building, Detroit 26

ADAM J. YOUNG, JR., Inc.,
National Representatives

CKLW

5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

PAGE 36 ?

WHEN KILOCYCLES ARE
TRUMPS

● For Henry Clay, no day was complete without his habitual game of whist. In 1816, he visited Boston and his daily game of whist was being played in the Old Exchange Coffee House on Congress Street when that building caught fire. Habit was stronger than fear, for Henry Clay insisted on completing the game before seeking safety.

Baltimoreans, too, are persistent in one of their habits. Their radio listener loyalty has grown from their knowledge that quality programs consistently follow the station break, "This is WCBM, Baltimore." This is the reason WCBM has firmly become "Baltimore's Listening Habit."

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer
President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder
General Manager

PAGE 36 !

DID YOU SEE IT?

Service Front

(*Continued from page 32*)

supervised its building. After owning his own recording business in Harrisburg, Pa., Frank E. Taylor, Mus. 2/C, is now doing much of the technical work in the lab. Another experienced man in cutting mechanisms, is John E. Ballay, Mus. 2/C, electrical contractor.

* * *

Radio Men Return

SEVERAL former radio men attached to AFN are reported on their way back from overseas. They include Pvt. Bruce Fouche, formerly with CBS, N. W. Ayer & Son, and Marshall Field; Capt. Sandy Cummings, formerly of Benton & Bowles; T/5 Don Pontius, formerly traffic and program supervisor for Mutual; Sgt. Charles McCuen, formerly news announcer of KRNT Des Moines; T/5 Sig Smith, formerly of WGR and KVW Buffalo; and Pfc. Duke Bowman, announcer of WHB Kansas City.

* * *

Shipboard Radio

AFN last week started bringing radio entertainment to troops returning from Le Havre to New York aboard transport ships. Ships' public address systems are used by AFN announcers who put on AFRS recordings, news, and amateur programs with soldier talent on board. When ships reach New York harbor, announcer reminds troops of the part radio has played in entertaining them overseas, and signs off by returning listeners to U. S. networks and local stations. Plan applies to ships leaving Le Havre only.

* * *

Enterline PRO

CPL. BERNIE ENTERLINE, former announcer with WMBD Peoria, is now attached to the public relations office at Camp Campbell, Ky., taking part in Army radio programs aired through WJZM Clarksville, Tenn., and WHOP Hopkinsville, Ky.

* * *

Callahan Promoted

MAJ. NORTH CALLAHAN, production supervisor of the Army radio series, *Voice of the Army*, has been promoted to lieutenant colonel.

Navy Recording Lab

Union Begins Workshop For N. Y. Office Aides

NEW YORK local of United Office & Professional Workers of America (CIO), one of the three unions now endeavoring to organize the white collar workers at CBS, has set up a radio talent workshop for secretaries, typists, clerks, research and maintenance employes of all New York stations.

Announced aim of the group is "putting on shows for hospitalized servicemen and the eventual production of radio package shows" as well as the uncovering of hidden talent. Anita Grannis, stage and radio actress, is in charge of the workshop. National Labor Relations Board has ordered an election at CBS in New York to determine whether they wish to be represented by UOPWA, IATSE or IBEW or if they prefer to remain unaffiliated [BROADCASTING, Sept. 10].

NEW SHOWS SET UP IN LATIN AMERICA

RALPH HAYDON, Director of Latin American Division of National Export Advertising Service, has returned from a five-week trip to Cuba, Puerto Rico, Venezuela and the Dominican Republic, where he arranged radio campaigns for Listerine, Quaker Oats, Arrid, Carter's Pills and Hinds cream.

He set up a quarter-hour dramatic serial for Quaker Oats in Cuba, Puerto Rico, Dominican Republic and Venezuela, five and six times weekly, called *Frente A La Bida*, which means "Face to Face With Life". Scripts are written in the agency's New York office.

He also launched an Arthur Godfrey type of show for Listerine in Cuba and Puerto Rico.

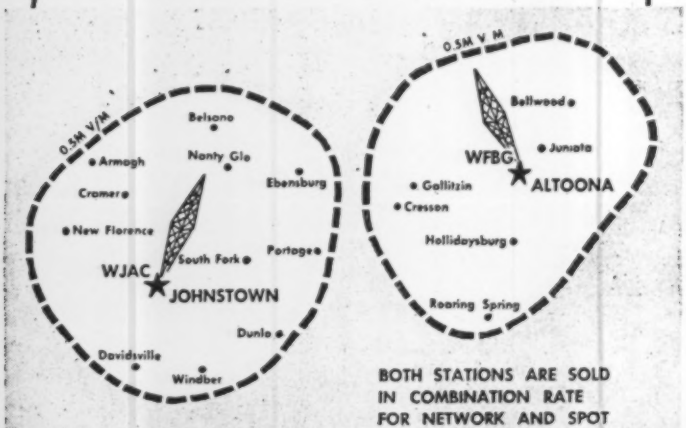
Mr. Haydon has started spot campaigns for the other accounts in Cuba, Puerto Rico and Venezuela.

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles

WJHP JACKSONVILLE FLA

NORTHERN FLORIDA'S BEST RADIO "BUY"
• Send for Details •

Represented by
JOHN H. PERRY ASSOCIATES

IN TELEVISION DuMONT SETS THE PACE!

DuMONT'S JOHN WANAMAKER TELEVISION STUDIO, STATION WABD
Regular Television broadcasts will begin about December 1, 1945

DuMONT TELEVISION engineers, who have designed and built more television stations than any other company, will soon complete the world's largest television installation. They are now transforming more than 500,000 cu. ft. of the great John Wanamaker store in New York into the first "Television City."

The largest studio (50′ x 60′ with a 50′ ceiling) boasts 4 cameras — the first studio to be so well equipped. A balcony accommodates 700 spectators and a rear glass wall of the control room permits sightseers to watch rehearsals and broadcasts. Two other "live talent" studios are equipped with 3 and 2 cameras each. Several cameras are mounted on a new type dolly providing extreme ranges of elevation and camera angle. A telecine studio has projectors for both 16 mm. and 35 mm. film.

DuMont Television broadcasting equipment embodies all the flexibility and refinements accruing from more than 4 years of continuous and increasingly elaborate programming experimentation. Simplified precision control — the keynote of DuMont design — assures high efficiency and rugged dependability at low operating cost. DuMont leadership means adequate training of your technical personnel, and the finest craftsmanship for the least outlay.

Copyright 1945, Allen B. DuMont Laboratories, Inc.

DuMONT *Precision Electronics and Television*

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

Miss Dorothy Parsons
L. W. Ramsey Advertising Co.
Chicago, Ill.

Dear Dorothy:

I was sweepin' out the newsroom the other night when my eyes landed on somethin' that I tho't you might like to know . . . don't remember the exact words but it was somethin' about 3 or 4 chemical plants in this area bein' ready to spend ten million dollars on post war expansion. 'Course I knew this was just a little start and it didn't include the plans of a couple of the largest companies here, but there's nothin' like starting early . . . which reminds me I better catch the boss' office tonite or he'll catch me tomorrow.

Yrs.,
Algy

p.s. I understand we're still sold out but never can tell, may have a spot open someday and this is a great market to do business . . . they don't call this the "Chemical Center of the World" for nothin'. *A.*

WCHS

Charleston, W. Va.

JACK FOSTER, formerly of WHBL Sheboygan, Wis., has joined announcing staff of WOAI San Antonio. **DORIS DANIELS**, who handled "Texas Today" over WOAI for Joske's of Texas, has left for New York to await passage to England; **MONETTE SHAW**, WOAI staff soloist and concert artist, will succeed her as m.c. on "Texas Today", assisted by **MARTHA McNEEL**. **OLIVE KOVIC** has joined WOAI continuity department.

GLENN REED, released from the AAF, and **BILL HOLLAND**, from the Navy, have joined KYSM Mankato, Minn.

T/SGT. SYL. BINKIN, formerly of KMOX and WEW St. Louis, and program manager of AFN Paris, has been awarded the Bronze Star for exceptional ability and devotion to duty with the network.

ARNOLD HARTLEY, WOV New York program director, is author of a script on the atomic bomb which has been selected as October script of the month by Writers War Board and Assn. for Education by Radio. Script will be distributed to 700 stations, theaters, dramatic societies, and other organizations. This is Hartley's second script selected for national distribution by the board.

HARRY O'CONNOR, formerly with KPAB Laredo, is now program assistant with KWBU Corpus Christi, Tex.

CAL MORROW, former announcer with WJNO West Palm Beach, Fla., has returned to the station following service in the armed forces. He saw action in Germany and is holder of the Purple Heart.

GERRY WILMOT, formerly of CBM Montreal and since early 1940 in Great Britain with the CBC overseas unit, has been in Canada on a short leave and has returned to London to direct the Canadian Forces Radio Service of the CBC overseas unit.

GENE KELLY, released from the Army where he was manager of an AFRS mobile station in Burma, is now an announcer with WTOP Washington. Before joining the service, Kelly was sportscaster and special events announcer with WCHS Charleston, W. Va.

FRANK BLOTTER, formerly with WBBM Chicago production department, is now with production department of WLS Chicago. **GUY SAVAGE**, WBBM announcer, has resigned to free-lance.

AGNES SABOL, with Community and War Chests of Tacoma, Wash., for several years, has been added to program and traffic staff of KTBI Tacoma.

ART BALINGER, former announcer on NBC "Rudy Vallee Show", and more recently Army division public service officer, has joined KMPC Hollywood announcing staff.

LT. BEN ALEXANDER, former NBC Hollywood chief announcer and m.c. now in the Navy, after overseas assignment has reported to AFRS, Los Angeles, for duty.

MARK FINLEY, former publicity director of Don Lee Broadcasting System, Hollywood, now in the Army stationed at Marseille, France, has been promoted to lieutenant-colonel.

MICHAEL STOKEY, released from AAF, has rejoined American Hollywood announcing staff.

JACK BENNY, star of NBC series under his name, has been awarded American Legion Citation by Hollywood post for his efforts in entertaining servicemen abroad.

DUD WILLIAMSON, m.c., and **CHARLES DOHERTY**, producer of "What's The Name of That Song?" on MBS stations, have been signed by Harry D'Arcy Productions to make four film shorts based on that program.

KNOX MANNING, CBS Hollywood newscaster who did narration on "Ghosts of Berchtesgaden", movie feature, has been signed by Warner Bros. Pictures Inc. for a personal appearance tour when that film is released in West Coast cities.

HELEN DALE, production assistant on NBC "Bob Hope Show", and Murry Sloan, released from the Army, were married in Yuma, Ariz., Oct. 10.

JOHN GAUNT, former NBC producer now with AFRS, Los Angeles, has been promoted to lieutenant commander.

MAJOR ROBB, released from Navy after service as assistant naval attache and commander of a sub-chaser, has joined WAGA Atlanta as m.c. of two-hour musical clock program. He has been special events announcer of WINX Washington and early morning man of WFVA Fredericksburg, Va.

WILLIAM FARISS, former chief announcer at WBYN Brooklyn and member of station staff for 18 months, has been appointed acting program director.

WALTER BURKS has joined continuity department of KMOX St. Louis after three years with 15th Air Force in North Africa and Italy. **STAN DAUGHERTY**, discharged after three years with 356th ASF Band, is now staff organist of KMOX. **ORLIN KLEIN**, who has been on the road with Carl Ravazza's orchestra for a year, has returned to KMOX orchestra.

BERNIE BARTH, WFIL Philadelphia announcer, shifts to KRGV Weslaco, Tex., this week.

ROBERT O. JOHNSON is the new addition to announcing staff of WPEN Philadelphia.

HARLEY L. LUCAS, released after 3½ years in Army airborne infantry, has returned to announcing staff of WLOK Lima, O. He participated in invasion of Europe and was prisoner of Germans for several months.

MARY JEAN SWART, formerly of WFIL Philadelphia, and **BILL WATTS**, former member of the Shanghai Times, have joined WPEN Philadelphia as script and continuity writers.

LT. SIDNEY PAUL, to be released from the Army next week, joins WIP Philadelphia, as production manager. Formerly with Mutual, he was in charge of radio publicity for WAC recruiting in Philadelphia.

JUNE HESSE, formerly on the announcing staff of WINK Fort Myers, Fla., has joined the copy and continuity staff of WKBZ Muskegon, Mich. **GLORIA MOORE** of that department at WKBZ has left to resume studies at Michigan State College.

NORMAN BLACK, musical director of WFIL Philadelphia, has been appointed head of the violin department of the Clarke Conservatory of Music, Philadelphia. He will also be in charge of ensemble playing at the conservatory.

JOSEPH CORR of the announcing staff of WDAS Philadelphia is in Naval Hospital, Philadelphia. He was released from the Navy last month.

LYNN GIFFORD, former studio director of KPRO San Bernardino, Cal., has been appointed program director of WRRN Warren, O. **CAPT. TED VEITS**, discharged from armed service, and **ED FOYER** are now on WRRN announcing staff. **DAN SWISS** has taken over WRRN night shift as announcer.

JOHN MESTON, former assistant to **MARION KAROL**, who recently resigned as head of editing department of KNX Los Angeles, has been promoted to head of that department. **CHARLES WADSWORTH** has been appointed his assistant.

BOB BARRY is new addition to announcing staff of WIND Chicago. Before service in armed forces he free-lanced in New York as Bob Becker and was one time with Scheer Adv., Newark, and program director of WARD Brooklyn, now off the air. His real name is R. J. Walsh. In service he was an engineer and announcer for PWB-OWI in ETO and Mediterranean theater. From same military areas and service and new to WIND announcing staff is **STAN VAINRIB**. Latter formerly was with WCSC WCAU WTAM WBEZ.

ROBERT HOBGOOD, known on the air as Bob Neal and former program director of WMPS Memphis, has been named production manager of WKRC Cincinnati.

CARLTON WARREN, former assistant director of program operations of WOR New York, has been released from the Navy and rejoined the WOR program department.

EUGENE PATTERSON, former program director of WLWO, Cincinnati shortwave outlet of Crosley Corp., has been appointed chief of the broadcasting division of the State Dept. Interim Information Service. In this capacity he directs radio output of 23 international shortwave stations which supply American broadcasts to Europe and North Africa. He succeeds **CONSTANCE ENSTE**, resigned.

EDWARD O'MARA, recently released from the Army, has returned to CBS theater operations division.

JOHN McMULLEN is back with the CBS research department following release from the Army.

WILLIAM CAPPACCIO of CBS television and buildings department, is father of a boy.

PEYTON C. AUXFORD, recently out of the Army and formerly an advertising writer, has joined CBS as copywriter in Radio Sales department.

GEORGE CREAN PATTERSON has rejoined WHTD Hartford, Conn., as announcer-producer after 3½ years in Army. He was in England with a heavy bombardment group. **ART BERGSTROM**, former announcer of WOR New York, is now on WHTD announcing staff. **BOB GILLESPIE**, new program director of WHTD, is recuperating after serious operation at Hartford Hospital.

SHREVEPORT, LOUISIANA

STACKS UP!

among the 12 cities of 115,000 to 125,000 population

12TH IN POPULATION . . .

- 4th in Buying Income (thousands of dollars)
- 1st in Drug Sales
- 4th in Lumber, Building, Hardware Sales
- 9th in General Merchandise Sales
- 4th in Per Capita Income

THE SELLING POWER IN THE BUYING MARKET

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

?

SEE PAGE 36

RWM

COMPLETE ENGINEERING SERVICE
BROADCAST INSTALLATIONS

We are supplementing our regular consulting radio services by providing for the construction of complete stations.

Offices, transmitter building, studios, acoustic design, sound isolation, equipment layout, antennas, construction supervision of installation, over-all performance, etc.

IN ASSOCIATION WITH:

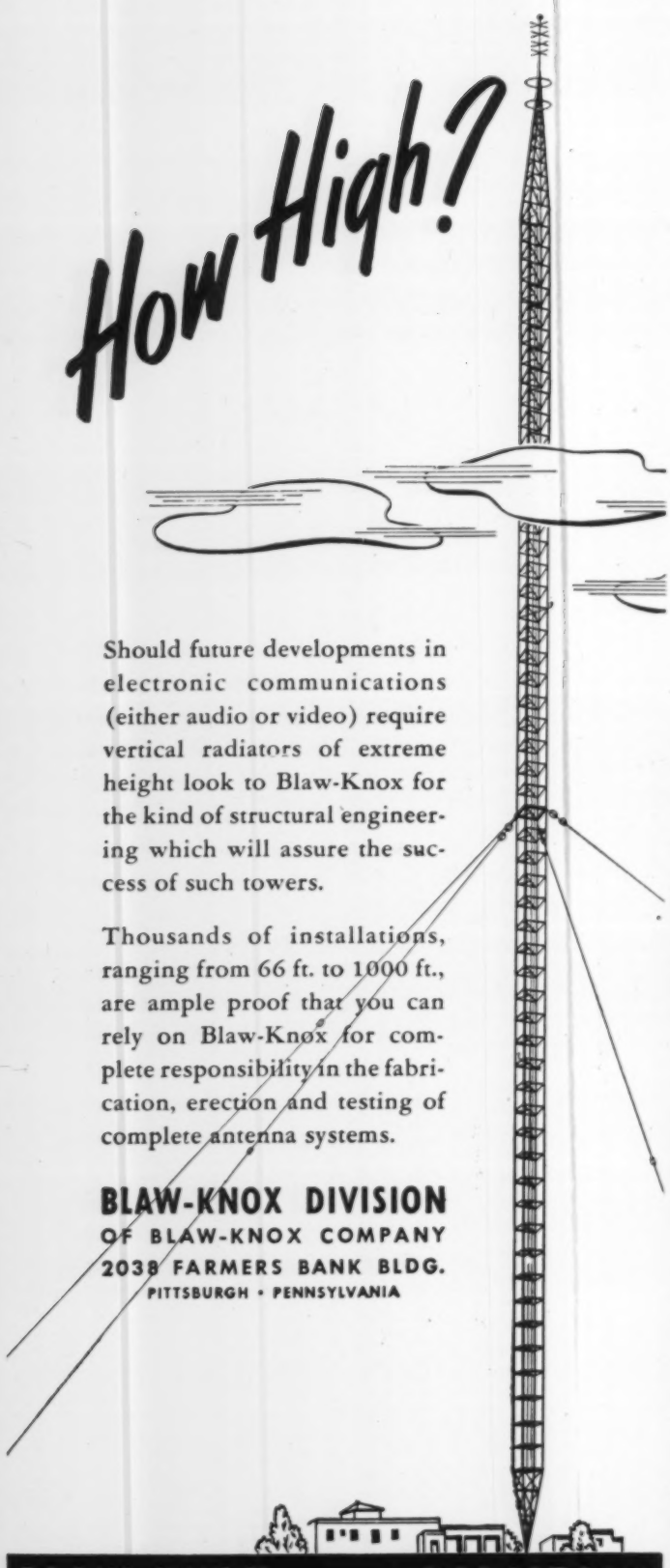
PAUL DE MARS—lately Vice-president in charge of Engineering, Yankee Network

JACKSON & MORELAND—Structural and design engineers

RAYMOND M. WILMOTTE
Consulting Radio Engineer

Main Office:
1469 Church Street, N. W.
Washington 5, D. C.

Branch Office:
236 West 55th Street
New York 19, New York



Should future developments in electronic communications (either audio or video) require vertical radiators of extreme height look to Blaw-Knox for the kind of structural engineering which will assure the success of such towers.

Thousands of installations, ranging from 66 ft. to 1000 ft., are ample proof that you can rely on Blaw-Knox for complete responsibility in the fabrication, erection and testing of complete antenna systems.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 FARMERS BANK BLDG.
PITTSBURGH • PENNSYLVANIA

BLAW-KNOX VERTICAL RADIATORS

SPONSORS

CURTIS PUB. Co., Philadelphia, has bought NBC exclusive broadcasts of the Army-Notre Dame and Army-Navy gridiron contests this fall in the interests of the Saturday Evening Post. Both games will be broadcast by Bill Stern. the Army's match with the Fighting Irish on Nov. 10 from New York Yankee Stadium and the game between the Cadets and the Midshipmen on Dec. 1 from the Municipal Stadium in Philadelphia. Arrangements were made by MacFarland, Aveyard & Co., New York, agency handling SEP advertising.

BBDO New York is readying a few new package shows for the following clients: Corning Glass, Pittsburgh Plate Glass and Servel. Agency is also planning a half-hour dramatic show for Squibbs.

GENDRON CHEMICAL Co., Los Angeles (Doff Soapless Suds), has appointed Stellar-Millar-Ebberts, Los Angeles, to handle advertising. Regional spot radio is being considered.

SIMPSON STEEL Co., Los Angeles (farm implements), has appointed Stellar-Millar-Ebberts, Los Angeles, to handle advertising.

JOYCE SHOE Co., Pasadena, Cal. (wholesale mfgr.), has appointed N. W. Ayer & Son, San Francisco, to handle advertising.

AMERICAN BIRD SEED Products Inc., Chicago, effective Oct. 21 is sponsoring for 26 weeks on 17 Mutual stations of "American Radio Warblers", program heard on WGN Chicago for 17 years and featuring troupe of canaries trained by Helen Westbrook, organist. Contract placed through Weston-Barnett, Chicago.

C. F. MUELLER Co., Jersey City, N. J. (macaroni products), has signed for thrice-weekly participations in Arthur Godfrey morning program on WTOP Washington for 52 weeks.

KFMB Sells SAN DIEGO

IT'S 125 MILES FROM ANYWHERE

And there's nothing in between! Metropolitan San Diego . . . 373,500 civilian people, must be covered from within! We serve this great, highly concentrated audience with the ONLY primary service of our network's shows available to them. They're all within 15 miles of our antenna.

KFMB
THE BASIC AMERICAN NETWORK
[PACIFIC COAST]
SAN DIEGO, CALIF.

JACK O. GROSS: Pres. & Gen. Mgr.
Represented by the BRANHAM CO.

ADAM Hat Stores Inc., New York, has signed 52-week contract with Associated Broadcasting Corp., through Buchanan Co., New York, for sponsorship of major boxing bouts over full network. First fight is set Oct. 22 from Baltimore with Sam Taub handling description. Time set is 10:05 p.m. (EST) to conclusion. Other bouts to date are set for Oct. 29 from Cleveland and Nov. from Philadelphia. Oct. 18 network presented half-hour evening preview of series, featuring sports celebrities and commentators, all part of extensive publicity campaign for fights.

DURKEE'S FAMOUS FOODS, Elmhurst, N. Y., began 52-week sponsorship of "Names In The News", 5:55-6 p.m. (CST), over WBBM Chicago, through Wendel Muench & Co., Chicago. Program gives full biographical sketch on daily news figure.

P. LORILLARD & Co., New York, starts Clem McCarthy's racing resumes daily on WHN New York beginning Oct. 22 for Old Gold cigarettes. Agency is Lennen & Mitchell, New York.

ST. LAWRENCE STARCH Co., New Toronto (Beehive corn syrup), Oct. 22 starts for winter season weekly sportscasts with Doug Smith on CBM Montreal. Agency is McConnell Eastman & Co., Toronto.

COLGATE-PALMOLIVE-PEET Co., Toronto (Odex and Super Suds), has renewed flash and spot announcements five days weekly on a number of Canadian stations. Agency is L. J. Haegerty & Assoc., Toronto.

HENRY BIRKS & SONS, Vancouver (national jewelry chain stores), has started twice-weekly half-hour musical programs and thrice-weekly flash announcements on CKWX Vancouver. Account placed direct.

LAKESHORE RESTAURANT, Oakland, Cal., has started weekly quarter-hour "The Rambler" on KGO San Francisco. Royal Radio Productions, Oakland, is the agency.

FOREST LAWN LIFE INSURANCE Co., Glandale, Cal. (life insurance), has started thrice-weekly transcribed quarter-hour "Easy Aces" on KNX Hollywood. Contract is for 52 weeks. Agency is Dan B. Miner Co., Los Angeles.

LIVE FOOD PRODUCTS Co., Los Angeles (health foods), in a 30-day test campaign to direct listeners to health food stores, Nov. 5 starts thrice-weekly participation in Jane Gibson on KQV Pittsburgh. The Mayers Co., Los Angeles, has account.

MORRIS ROSENBERG Co., Los Angeles (Rose vacuum-packed nuts), Oct. 15 started an average of three transcribed spot announcements weekly on 14 stations in Pacific Coast major markets. Contract are for 13 weeks. List includes KECA KMPC KGB KFSD KQW KROW KFBK KOMO KIRO KGW KEX KTAR KFPY KGDM. Agency is The Mayers Co., Los Angeles.

XZIT SOOT ERADICATOR Co., Los Angeles, has appointed Stellar-Millar-Ebbetts, Los Angeles, to handle advertising and is planning an immediate regional spot radio campaign.

LOOK NOW!
SEE PAGE 36

NEWEST of the soups (split pea) named after Betty Crocker, radio voice of General Mills, is displayed by Gree Donovan, announcer on "Guiding Light" program. Soup series is sponsored on NBC by General Mills.

MAX FACTOR & Co., Los Angeles (cosmetics), has started thrice-weekly announcements on a number of Canadian stations. Account placed by H. Factor Adv., Los Angeles.

HENRY K. WAMPOLE Co., Perth, Ont. (proprietary), has started thrice-weekly announcements on a number of Canadian stations. Agency is J. J. Gibbons Ltd., Montreal.

EMERSON DRUG Co., Baltimore, has started thrice-weekly quarter-hour newscast on KGO San Francisco in line with plans for expanded postwar radio advertising for Bromo-Seltzer. McCann-Erickson, New York, is agency.

PRATT'S PATENT (America) Ltd., New York (dog and cat food), has started three participations weekly on Arthur Godfrey program on WABC New York. Agency is Paris & Peart, New York.

L. E. WATERMAN Co., Montreal (fountain pens), has started American network show "Gang Busters" on CKEY Toronto. Account placed by McKim Adv., Toronto.

SHELL OIL Co. of Canada, Toronto, has appointed J. Walter Thompson Co., Toronto, as advertising agency effective Jan. 1, 1946.

O'CEDAR of Canada, Toronto (floor polish), has started delayed broadcasts weekly of "Bulldog Drummond" from MBS on CJBC Toronto. Agency is MacLaren Adv., Toronto.

SMT EASTERN Ltd., Moncton, N. B. (bus line), has started spot campaign on a number of eastern Canadian stations, through Harold F. Stanfield Ltd., Montreal.

FLETCHER OIL Co., Los Angeles (Velvex), on Oct. 7 started weekly half-hour transcribed "Boston Blackie" on KHJ Hollywood. Contract is for 26 weeks. Will Grant Adv., Los Angeles, has the account.

FOREST LAWN LIFE INSURANCE Co., Glendale, Cal., Oct. 15 started thrice-weekly quarter-hour transcribed "Easy Aces" on KCRA Sacramento, Cal. Firm also sponsors program on KFMB KGO KMJ KNX KMPC. Agency is Dan B. Miner Co., Los Angeles.

BLUE RIBBON Corp., Toronto (food products), has started weekly quiz show on 11 western Canadian stations through Cockfield, Brown & Co., Toronto.

DESERT GRAPEFRUIT INDUSTRY Committee Inc., Phoenix (cooperative), along with other media, will use participation programs as well as spot announcements in its advertising starting in November. Agency is J. Walter Thompson Co., Los Angeles.

SAFETY SALES Corp., Los Angeles (No-Flame liquid flame proofer), has appointed Allied Adv. Agencies, Los Angeles, to handle advertising. Firm in a 13-week test campaign on Oct. 11 started daily five-minute musical program on KFWB Hollywood. Plans are under way for national spot campaign.

E. & J. GALLO WINERY, Modesto, Cal. (wines), expanding its radio schedule, is sponsoring thrice-weekly quarter-hour transcribed, "Sincerely Yours", on 115 stations nationally. List includes WKWB WAGE KFI KQW WSMB WENR KXOA WNAC WEAN WICC WIOD KTRB WOR WJW KGDM. Others will be added. Transcribed Frederic W. Ziv Co. program stars Kenny Baker, with Donna Dae, Jimmy Wallington as m.c., and Buddy Cole, musical director. Agency is Advertising & Sales Council, Los Angeles.

WILLIS & Co., Montreal (pianos), Nov. 4 starts Sunday afternoon musical quarter-hour on CKAC Montreal and CHRC Quebec. Account placed direct.

PINEX Co., Fort Wayne, Ind., (cough syrup), has started spots five days weekly on CKEY Toronto. Account placed by Russel M. Seeds Co., Chicago.

WRIGHTWOOD VILLAGE, Cal. (mountain resort property), has appointed Walter Carle Adv., Hollywood, to handle promotion and advertising, and along with other media is using daily spots on KRKD Los Angeles. Other southern California stations are to be added.

CALIFORNIA PACKING Co., San Francisco (Del Monte canned peas, coffee), has started schedule of station break announcements on KNX Hollywood for 31 weeks through McCann-Erickson, San Francisco.

JEWEL A. BOSTICK, Los Angeles (used cars), adding to heavy local schedule has started weekly half-hour transcribed musical program on KFAC Los Angeles for 13 weeks. Agency is Smith, Bull & McCreery Adv., Hollywood.

(*Continued on page 66*)

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

"THE NIGHT OWL"

Only One Of Its Kind!

The only all-request show in town from 11:15 to midnight Monday through Saturday. Selling fast! A few blocs of time still available. Write WDRC for details.

CBS

BE SURE TO SEE PAGE 36

KANSAS CITY IS A KOZY MARKET

•

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD, *General Manager*

ELIZABETH WHITEHEAD, *Station Director*

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

For Fastest Delivery

SHIP EARLY IN DAY! Thus you avoid end-of-day pile-up at airports. Early shipment often means same day delivery to points from 500 to 1000 miles away. From coast-to-coast overnight.

YOUR SHIPMENT travels 3 miles a minute between airports with special pick-up and special delivery at both ends in all major U. S. towns and cities. Rapid air-rail service to 23,000 other domestic points. Service direct by air to and from scores of foreign countries.

TYPICAL RATES shown in box are, on an average, 10½% lower than prewar rates. As Air Express operations have increased in efficiency, savings have been passed on to the shipper, making this service a better business buy than ever.

TYPICAL RATE CHART

AIR MILES	2 lbs.	5 lbs.	25 lbs.	40 lbs.	Over 40 lbs. Cents per lb.
149	$1.00	$1.00	$1.00	$1.40	3.5
349	1.04	1.25	2.63	4.20	10.5
549	1.11	1.52	4.38	7.00	17.5
1049	1.26	2.19	8.75	14.00	35.
2349	1.65	4.03	20.13	32.20	80.5
Over 2350	1.68	4.20	21.00	33.60	84.

WRITE TODAY for interesting "Map of Postwar Town" picturing advantages of Air Express to community, business and industry. Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17. Or ask for it at any Airline or Express office.

AIR EXPRESS
AIR EXPRESS
GETS THERE FIRST

Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY
Representing the AIRLINES of the United States

SPONSORS

(*Continued from page 65*)

CONELLE PRODUCTS Co., New York (toys and novelties), has placed its account with Seidel Adv., New York. National spot campaign is under consideration.

PERFEX Co., Shendoah, Ia. (Perfex concentrated cleaner), starts 52-week announcement schedules Nov. 1 on WTMJ WTAQ WIBA and Nov. 12 on WMBD. Agency is Buchanan-Thomas Adv., Omaha.

ROBERT SIMPSON Co., Toronto (chain department stores), has started afternoon recorded musical program on CFPA Port Arthur, Ont. Agency: Harry E. Foster Agencies, Toronto.

FAIRBANKS-MORSE, Toronto (automatic stokers), has started spot announcements on a number of western Canadian stations. Agency is Stevenson & Scott, Montreal.

ROGERS MAJESTIC, Toronto (radio receivers), has started broadcasts of rugby games on CFRB Toronto. Agency is Locke, Johnson & Co., Toronto.

WILLIAM L. CUNLIFFE has been elected president of Standard Brands Ltd., Montreal, succeeding the late **CHARLES E. MOYLE**. Cunliffe joined the organization in New York in 1925, going to Montreal in 1928.

MUTUAL BENEFIT Health & Accident Assn., Toronto, has started Gordon Sinclair's "Headliners" five-minute dramatizations, five days weekly on CFRB Toronto. Account was placed by Harry E. Foster Agencies, Toronto.

McGAVIN'S BAKERIES, Vancouver (chain bakers), has started early morning "Top O' The Morning" on CJCA Edmonton six days weekly. Account placed by Cockfield Brown & Co., Vancouver.

J. LYONS & Co. (Canada), Toronto (tea), has started weekly quiz show on seven Ontario stations. Program is called "Money Makers" and is aired live on CFRB Toronto. Prizes range from $500 to $1,000 if contestants can catch producer Roy Ward Dickson wrong in spelling of any word in a 1160 page dictionary. Program is recorded and aired on six other stations. Contestants can write in for chance to be on program, and if their letter is picked fare is paid to Toronto from any part of Ontario. Account placed by Ferres Adv. Service, Toronto.

F. & M. SCHAEFER Brewing Co., Brooklyn, Oct. 16 started 52-week sponsorship on WEAF New York of Clyde Kittel's five-minute news program. Tues.-Thurs.-Sat. 7 a.m. Agency is BBDO New York.

ARVEY Corp., Chicago (R-V Lite), has placed a five-minute transcribed program, "Nothing But the Truth", three times weekly for 10 weeks on KYW Philadelphia, through Burlingame-Grossman, Chicago. Other new business reported by station includes: Fanny Farmer Candy Shops, Rochester, N. Y., three-weekly participation in the Ruth Welles program for 52 weeks, placed by J. Walter Thompson Co., New York; Murine Co., Chicago, three announcements weekly on Ruth Welles program for eight weeks, placed by BBDO, New York; F. G. Vogt & Sons, Philadelphia (scrapple), quarter-hour "Betty-Jordan" one weekly for 13 weeks, through Clements Co., Philadelphia.

CALAVO GROWERS of California, Los Angeles (avocados), is considering use of participation programs and spot announcements in national advertising scheduled to start in November. Agency is J. Walter Thompson Co., Los Angeles.

BOYLE-MIDWAY Inc., Philadelphia subsidiary of American Home Products Corp., has appointed Al Paul Lefton Co., Philadelphia, to conduct spot radio test for its new product, Old English Powdered Cleaner.

M. BARRON LABS., Atlanta, Ga. (cosmetics), has appointed Madison Adv. Co., New York, to handle its advertising campaign to include radio, starting next spring.

BALIAN ICE CREAM Co., Los Angeles, has started weekly quarter-hour transcribed "Songs to Remember" on KHJ Hollywood for 13 weeks. Firm also is using participation schedule in "Record Room" on KMPC Hollywood and will use other local radio. Agency is Henry Welsh Adv., Los Angeles.

SLAVICK'S Jewelry Co., Los Angeles (retail), has started five-weekly quarter-hour transcribed musical on KFI Los Angeles. Contract for 52 weeks. Firm also sponsors five-weekly participation in "Art Baker's Notebook" on that station. In addition a daily sixty-minute recorded program, "Musical Masterpieces", and quarter-hour newscasts are sponsored on KFAC Los Angeles. Spot schedule is used on KHJ Hollywood. Agency is Paul Winans Adv., Los Angeles.

COAST-CURRIES ICE CREAM Co., Los Angeles (retail stores), has started six-weekly quarter-hour novelty program, "Bill Bryan Show", on KMPC Hollywood. Contract is for 52 weeks. Agency is Dan B. Miner Co., Los Angeles. Downtown Businessmen's Assn., Los Angeles (pre-Christmas shopping), is now sponsoring twice-weekly quarter-hour commentary with Ray Smith on KMPC for 13 weeks through Smalley, Levitt & Smith Adv., Los Angeles. Grocery Store Products Co., New York (Cream of Rice), has started daily early morning quarter-hour "Sunnyside Up", live music, commentary with transcribed music, on KMPC. Contract for 26 weeks placed through Duane Jones Co., N. Y.

CHEMICALS Inc., Oakland, has purchased participation on the Adelaide Hawley program on WEAF New York, Monday-Wednesday-Friday 9:30-10 a.m. for 52 weeks starting immediately. Advertising is placed by Garfield & Guild, San Francisco.

GROVE LABS., St. Louis (cold tablets), has started spot campaign on 27 Canadian stations. Agency is Vickers & Benson, Toronto.

SWEETS Co. of America, Hoboken, N. J. (Tootsie V-M, Fudge Mix), Oct. 15 started participation sponsorship of Adelaide Hawley on WEAF New York, Mon. through Fri. 9:30 a.m. for 13 weeks. Agency is Ivey & Ellington, New York.

PRODUCTS DISTRIBUTING Corp., New York (Carousel Cologne), Oct. 8 started Teddy Wilson on WABC New York, Mon. through Sat. 12:30-12:45 p.m. Agency is Ted Bates Inc., New York.

COLGATE-PALMOLIVE-PEET Co., Jersey City (dental cream), Oct. 1 started participations on "Personally, Its Off the Record", on WABC New York, Mon. through Fri. 3:15-3:45 p.m. Agency is Ted Bates Inc., New York.

U. & I. FURNITURE Co., Preston, Ia., Logan and Salt Lake City, now sponsors "An Old Song" on KDYL Salt Lake City, Sunday 9:45 a.m. Program features well-known ballads.

HOTEL ROOSEVELT
Dean Carpenter, General Manager
MADISON AVENUE AT 45th STREET, NEW YORK

CONVENIENCE in New York . . .

is the word for The Roosevelt! Just a step from Grand Central and Airlines Terminals—and mid-town Manhattan's finest shopping, business and recreational areas. Typically Hilton—in service and hospitality. Rooms with Bath from $4.50.

Other Hilton Hotels from Coast to Coast. Chicago: The Stevens, Dayton: The Dayton-Biltmore, Los Angeles: The Town House. C. N. Hilton, President.

Direct Entrance to Grand Central Terminal

PROGRAMS

NEW AUDIENCE-PARTICIPATION variety show, "WOL Open House," has been started on WOL Washington, Monday through Friday, 3-5 p.m. Show presents five top tunes, news resumes, and audience-participation quizzes and interviews conducted by Russ Hodges, WOL sportscaster, and Dale Morgan, new m.c. on WOL staff. Sports highlights are dramatized and on Friday football predictions are presented.

Don Lee Feature

BORROWING idea from circus and sideshow weight-judging attractions, "Worth Your Weight in Gold", daily half-hour audience quiz show, started on Don Lee Pacific stations Oct. 15. Jackson Wheeler is "barker"-m.c., with Mel Vickland, announcer. Ruben Gaines writes and produces comedy quiz. In addition to prize money, daily lottery is conducted with winner receiving "biggest chocolate cake in the world".

WIP Dramas

SERIES of dramatizations called "Hate Inc." is being presented by WIP Philadelphia in cooperation with Philadelphia Fellowship Commission. Half-hour program once weekly exposes professional hate-peddlers and rabble-rousers. Show is written by Kay Christian, author of "Inner Sanctum" series, and produced by Edward Wallace, WIP program director.

Carnegie Explained

TO TELL Pittsburgh listeners about the work and facilities of Carnegie Institute, WCAE Pittsburgh Oct. 16 started quarter-hour series, "Free to the People", Tuesday 6:45 p.m. Work of various departments is discussed weekly. Station plans to make period available to other local, civic, educational and scientific groups for similar public service programs.

Question Bee

FARM and ranch staff of WOAI San Antonio visits a Texas high school each week to record "Country Question Bee" for broadcast Saturday morning. In cooperation with farm youth organizations, staff queries agriculture and home economics students on practical farm-home problems, paying cash awards to winners.

Symphony Preview

BOSTON SYMPHONY preview is presented Wednesday 8:15-8:30 p.m. by WCOP Boston in promotion of Boston Symphony programs. Cyrus Durgin, Boston Globe music critic, reviews coming Saturday symphony broadcast, discusses composers and compositions, and interviews guest artists.

High School Shows

BECAUSE of complaints of local high school students to effect that there are no radio shows for them, WWJ Detroit has started two new audience participation half-hour programs for that group. Saturday 1:15 p.m. "Fan Fare" show features music of Tom Leash plus football predictions and salute to high school of week. Quiz with awards of free tickets to games is included. Same evening 7 p.m. WWJ presents "Scholar Dollars", featuring quiz for high school seniors from eight public and parochial schools. Evening winners are to try at end of series for grand prize of four-year scholarship to either Wayne U. or U. of Detroit.

Close-Ups

SERIES of radio sketches through which Canadians in one part of the Dominion may receive an authentic close-up of the other parts, has been started by CBC on the Trans-Canada network. Each of the five time zone regions originates five programs in the weekly series called "Panorama".

Book Series

NEW TITLE for WQXR New York "Books Are Bullets" program is "Books in the News", conducted by Bennett Cerf and heard for fourth consecutive season. Series presents authors whose books have special bearing upon war and postwar problems.

Congressmen Quiz

NEW PUBLIC feature program, "Meet Your Congressman", started on WINS New York Oct. 17. Program is conducted by Robert Eaton, Washington correspondent, who gives listeners opportunity to quiz Congressmen.

College Forum

CONNECTICUT COLLEGE, New London, Oct. 13 (10 p.m.) started Saturday series of forum discussions of current affairs on WDRC Hartford, conducted by college professors and arranged, directed and announced by college staff.

IN PHILADELPHIA

1ST. IN SPORTS

10,000 WATTS DAY & NIGHT

Philadelphia's Most Powerful Independent

WIBG

SELLS! SELLS! SELLS!

NOW, CLASS, CONSIDER THE DINGUS, (Ky.)!

Not the dingbat, the *Dingus!* Firstly, students, it's a *town*, believe it or not! Secondly, some advertisers pay extra money to reach Dingus with radio. Thirdly, we wonder *why?* We think the *important* section of Kentucky is the Louisville Trading Area because that area does more business of all sorts than the rest of the State *combined*. Want some proof?

LOUISVILLE'S WAVE

5000 WATTS . 970 K.C. N.B.C.

FREE & PETERS, INC.

National Representatives

Here's the Performance You Need To Meet Keen Competition!

LINGO

VERTICAL TUBULAR STEEL RADIATORS

for the utmost in Antenna Efficiency

Lingo antennas are now available to meet every broadcast requirement — for AM, FM, Television and all UHF applications. Discuss your plans with us, and we will show you how Lingo Radiators can answer your particular problems with maximum efficiency at a minimum of cost, to meet tomorrow's keen competition. We are ready to construct your radiator now, and deliver it when you're ready.

Please include in your inquiries the height required and approximate site, so that complete quotation can be made immediately, covering the radiator itself and its subsequent erection when so desired.

JOHN E. LINGO & SON, INC.

EST. 1897 CAMDEN, NEW JERSEY

Send for Your FREE COPY of New Brochure Contains illustrations, diagrams, charts, etc. plus detailed information on standard and special types of Lingo Radiators

LINGO VERTICAL TUBULAR STEEL RADIATORS

Any town is a spot town tonight

ASK A JOHN BLAIR MAN

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

PROMOTION

Promotion Personnel

GORDON WILLIAMS has been appointed photo editor of American western division press relations department. He replaces **ROBERT HALL**, recently named western division publicity director.

MARC BOWMAN, with public relations department of American Red Cross in London for almost two years, has rejoined KOIN Portland, Ore., as promotion director. He formerly was continuity chief of KOIN. With ARC in London he was chief of radio section, public relations department, and was instrumental in preparing "The American Eagle in Britain", a network feature for four years, and similar programs. Since first of this year he has been in charge of all ARC public relations work in United Kingdom. He returned home in August.

Mr. Bowman

ELEANOR CORRIGAN, former reporter of Kansas City Star and more recently with public relations department of Douglas Aircraft Corp., and **ROBERT LEE RAY**, formerly with Pacific Features Syndicate, have been added to press information department of KNX Los Angeles.

BETTE BENFIELD, recently returned after 16 months overseas with the American Red Cross, replaces **HILDEGARDE DYER** as picture editor of WOR New York. **MARJORIE SABLE**, returned from 29 months with ARC, replaces **MURRY SALBERG** as feature news editor of WOR. Salberg becomes trade editor. **BOB BLAKE**, released after four years in the Army, returns to WOR as night publicity editor. Blake replaces **BOB WILSON**, now with Mutual.

FRED A. PEERY, promotion and merchandising chief of WOAI San Antonio, has been chosen by San Antonio Ad Club to teach a class in advertising at San Antonio Junior College.

MARJORIE LEWIS, for two years in the Royal Canadian Naval Women's Service (Wrens), has joined the publicity staff of CKWX Vancouver.

E. P. J. SHURICK, promotion-press chief of KMBC Kansas City, is father of a girl.

CONNIE PHILLIPS of promotion and merchandising department of WCOP Boston, has announced her engagement to Hazen Ackles, USNR.

LT. COMDR. JERRY DANZIG, USNR, former publicity director of WOR New York, has replaced **LT. COMDR. BOB ELSON**, sportscaster, as officer-in-charge of the Navy entertainment unit in New York which produces Navy shows for the Pacific.

New Survey

SERIES of radio surveys under auspices of WMT Cedar Rapids, Ia., are being conducted to determine popularity of regional news in comparison with national news. Dick Baxter, who will prepare a thesis on this subject, will conduct the surveys in Cedar Rapids, Iowa City and a smaller community under the direction of Prof. Wilbur Schramm, head of the school of journalism of U. of Iowa, and Prof. Norman Meyer, university social psychologist who did special research this past summer for Young & Rubicam under direction of George Gallup. Survey technique was originated by Douglas Grant, program director and newscaster for WMT.

WKRC Contests

IN CONNECTION with promotion of CBS "The Biggest Show in Town" campaign, WKRC Cincinnati is conducting five listener contests using the "biggest" theme. Aimed at all age groups, sections cover biggest baby boy and biggest baby girl born during contest; biggest tall tale, biggest-hearted neighbor, biggest booster (for children only) and completion of phrase "I keep my radio tuned to WKRC and 'The Biggest Show in Town' because . . .". Prizes range from automatic pencils, roller skates, bicycles up through a refrigerator, a washing machine and a trip to New York.

Cake Contest

CAKE-BAKING Contest will celebrate WTOP Washington 13th anniversary Oct. 22. Listeners are to submit cakes to be judged by Mrs. James Byrnes, wife of Secretary of State; Mrs. Robert Hannegan, wife of Postmaster General; Mrs. Tom Clark, wife of Attorney General; Mary Turner, director of home service, Potomac Electric Power Co.; Eleanor Lee, director of women's programs, WTOP. Prizes total $100. Cakes go to service hospitals.

Watkins Contest

R. L. WATKINS Co., New York, sponsor of "Backstage Wife" and "Manhattan Merry-Go-Round" on NBC, is offering 100 postwar home washing machines to winners of contest announced Oct. 19 and 21 on those programs. Contestants are to write in 25 words or less "Why I Like Dr. Lyons Tooth Powder". Contest closes Nov. 4. Agency is Dancer-Fitzgerald-Sample, New York.

Treasure Chest

SPECIAL BROADCAST and cooperation of local sponsors helped WSAM Saginaw, Mich., fill a huge treasure chest with all types of recreational material for the Saginaw Victory, ship named in honor of station's home city.

Drug Store Folder

IMPORTANCE of radio in drug store sales is emphasized in two broadsides prepared by Miles Labs., Elkhart, Ind. (Alka-Seltzer, One-a-Day Brand Vitamins, Miles Nervine), for distribution to drug stores and radio stations. Titled "Look What Radio Sells for Your Drug Store", color folder lists top score of radio programs on NBC and American networks which are devoted exclusively to selling drug products. Folder suggests displays at point of sale and reminds customers about products advertised and programs which advertise them.

WELCOME to Bob Blake (r), first veteran to return to WOR New York, is extended by WOR President T. C. Streibert. Blake is member of station publicity department.

Talent Search

RADIO search for "Joe Palooka", comic strip character, is being conducted by George Fisher on his Associated Broadcasting Corp. "Hollywood Whispers" program heard Mon. through Fri. 10:15-10:30 p.m. (EST). Purpose is to find leading man for Monogram Picture production of that title. Candidate nominated by listeners in each state will compete in finals. Four of these will be selected for screen test. Winner is to receive Monogram contract and 48 semi-finalists each receive new Gruen watches from Monogram. Contest closes Nov. 1.

Sponsor Search

SEARCH for "Penny Keen", female symbol to be used in advertising of M. Silverman & Son, Philadelphia department store, will be featured for first four weeks on daily quarter-hour program of popular recordings, "Crooner's Corner", sponsored by Silverman on WPEN Philadelphia. Listener writing best letter describing prudent purchases will win $100 and complete clothing outfit. Contract for 52 weeks was placed by E. L. Brown Agency, Philadelphia.

POSTCARD questionnaires are being sent by KBIZ Ottumwa, Ia., to 1,500 farmers in its area to secure information for guidance in adjusting its farm programming schedule to peacetime needs of farmers. Farmers are queried on specific preferences and desirable times for farm broadcasts.

Recorder Demonstration

MAGNETIC wire recorder was publicly demonstrated by WADC Akron, O., for three days from "Electric City" of M. O'Neil Co., Akron department store which sponsors Tay Tallett, women's commentator, on station. WADC plans to use unit for regular remotes.

Did You See Page 36

Miller

(*Continued from page 10*)

a the family of nations; of the English people, sturdy, cheerful, confident.

And I recall with pride the executives and trade journal representatives who composed our party; young men — especially when compared with my friends of the Federal courts—resilient, optimistic, resourceful men, typical of the finest American tradition.

The pattern of broadcasting in the different countries of Europe—both as to facilities and personnel —followed closely the spirit of the people. In England we found substantial installations, effective methods of operation, well-established policies and competent personnel. In Paris and Rome we found stations which had been stripped by the conquerors and then — after liberation — refitted with makeshift equipment. In Paris we were told by those presently in charge that, as the government could not compete with private industry for artists and journalists, radio personnel was necessarily inadequate. Much the same situation existed in Rome, although there was some evidence in the latter city of efforts to find new, young talent.

In one respect, only, did we find a radio development superior to our own. Those in our party, qualified to judge, agreed that the German process of recording and broadcasting from a magnetized, iron-oxide-covered tape was an excellent one, considered upon the basis of the tape itself, the fidelity of reproduction and the simplicity and economy of operation. Otherwise it was unanimously agreed that radio broadcasting in Europe fell substantiallly below our own standards and performances in America.

In fact, the best performances and radio "know-how" which we discovered in Europe were in our own American Forces Network. Here young officers, who had been radio executives, operators, artists and technicians before the war, had surmounted the obstacles of transportation, remoteness and other hazards to give a demonstration of American broadcasting, which not only served its original purposes for the benefit of the armed forces but exercised a profound influence upon the people and the governments of every European country.

AFN Superior

We found many evidences of this influence. Civilians everywhere regarded the programs of AFN as superior to their own and told us so with enthusiasm. In Paris and Rome, superiority was frankly conceded by government officials. In England, the British Broadcasting Corp., while insisting with British tenacity upon giving to the people what BBC thinks they need rather than what they want, nevertheless has instituted a program in imitation of our own. Faced with the fact that their people prefer the type of broadcasts which American incentive, competition, initiative, and resourcefulness have produced, BBC reluctantly admits the demand, reluctantly accedes to what it regards as a lower level of appreciation and, at the same time, institutes a third program which it admits may appeal, now, to only a few hundred people in the Empire but which it believes will have lifted most of the people to a higher cultural level 50 years hence.

One of the most encouraging experiences of our trip was finding, at several places, possibilities of commercially controlled radio—without government domination—and the advantages which can come from the incentive and enthusiasm of competition. Outstanding in this respect are Radio Luxemburg and Radio Monte Carlo. We heard that similar stations are to be established in Andorra and in Ireland. Government controlled radio in other countries will, perhaps, try to block these developments.

One of the most interesting radio experiences of our trip was our visit to the station installed by Marconi in Vatican City. It is to be hoped, if present plans for a new installation are carried out, that Marconi's installation may be preserved for museum purposes.

Tug-of-war

In Germany we found a tug-of-war, between the Allies, in radio broadcasting. We agree with Gen. Eisenhower and his aides that free broadcasting is the one great hope for giving voice to a democratic spirit and for building up a people capable of self-government. So long as there remains in Germany the possibility of government-dominated broadcasting, there remains, also, a hotbed of future war, incited by ruthless, power-hungry adventurers. Those who cry insistently for further government control in America should ponder the picture in Europe. Those who wish to see a higher comparative wage for radio artists should consider the frank admission of the French that government-operated radio cannot compete with private industry in this respect. They should inquire concerning the condition of British radio talent under a non-competitive monopoly.

We pay a price in America for the freedoms which we enjoy; a price in political extremes, in religious differences, in over-commercialism, in the factions and feuds of restless, striving people. But when we understand that only by paying the price can we have what we so insistently demand, we are satisfied to play our part in the hurly-burly of American life.

Most of us would not trade our freedoms for the frightful ravages of dictatorship and recurrent war, or even for the decadent stability of a cultural and industrial status quo. Some of us do not know why our ancestors came to this country; some need to be reminded occasionally. It would be salutary for all of us if we could have the privilege, enjoyed by our radio executives mission, of seeing Europe as it is today.

Wills Back

FCC Commissioner William H. Wills returned to his duties last Monday after an absence of more than five weeks because of a cardiac ailment.

WCSC
Charleston, S. C.

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

Destination New York?

CHECK IN AT BMI and follow two simple suggestions for pleasant hospitality during your visit to New York.

First: **Please let us know you're coming.**
Second: **Make the BMI offices your headquarters.**

While we're not a hotel, we're conveniently located in town—adjacent to all radio studios, the theatres, the shopping centers.

The BMI offices are *your* offices. An efficient Station Relations department, under the guidance of ROY HARLOW, is here to serve you.

Make it a point, on your next trip, to check in at BMI.

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE NEW YORK 19, N.Y.
New York · Chicago · Hollywood

SEE PAGE 36 NOW !

SEE PAGE 36 NOW !

RICHMOND COVERAGE AT PETERSBURG RATES
WIRE or WRITE
WSSV
Petersburg, Virginia

For availabilities write Frank O. Myers, KCMC, Inc., Texarkana, U. S. A.

POPULATION

Metropolitan Texarkana	— 52,392 (January 1, 1945)
Retail Trade Area	—331,420
Wholesale Trade area	—416,267 (1940 Census)

Grants

(*Continued from page 15*)

as a broadcaster (a valuable asset to an FM applicant) and to have a profitable operation while the FM audience is being built doubtlessly impelled many applicants to file both for FM and AM stations. However, more than a few broadcasters are entering or expanding in the standard field because they feel FM is a long way off and that AM is destined to "pay the freight" for years ahead.

Conversely, many standard broadcasters are applying for FM as a defensive measure to assure themselves against audience diversion to FM listening. Some admittedly are not sold on FM but concede that a shift in listening is inevitable. It is interesting to note that of the 164 FM applications filed during the rush week preceding Oct. 8 nearly half are from AM broadcasters.

If this same percentage would apply to all 675 FM applications now on file—and it is likely that the proportion was greater among the earlier applications — there would be approximately 350 present broadcasters planning to enter the FM field.

However, the most surprising thing about the overall applications is the number which have been filed for new standard stations, 425. Considering the trend toward FM and the greater supply of frequencies in this service, it appears that other factors besides establishing operations as a broadcaster and building an audience during the FM transition are involved.

One explanation is that the figure of 425 appears large only in relation to 675 for FM which represents only a small portion of the available assignments in the new service. Proponents of FM take the view that the bulk of FM applications filed thus far are in the larger cities where the competition for frequencies is greatest. Prospective broadcasters in the smaller localities, they believe, are waiting until FM receivers are widely used. When that time arrives the number of FM stations will be doubled and perhaps tripled, they feel.

It is also pointed out that the number of applications for new AM stations far exceeds the number of assignments available in the congested standard band while in FM there are only a few cities where the number of applications exceeds the available assignments. Examination of the AM applications shows many cities in which two or more applicants have filed for the same facilities.

In spite of this somewhat pessimistic outlook the industry may expect action on a sizable group of applications during each week of this year. The cumulative effect of these actions may enable a large number of new stations to begin broadcasting in 1946.

Aside from questions of reconversion and expansion of broadcasting, the Commission itself is eager to get the new services started as quickly as possible. It is especially concerned that FM and television are not delayed, knowing full well that receiver manufacturers are eager to produce cheap AM sets for a radio-hungry public which will not be disposed to wait for combination sets on the promise that FM and television are here.

Victory Loan Gets Greatest Net Aid of All Bond Drives

NETWORK participation in the Victory Loan campaign Oct. 29-Dec. 8 will surpass that of the past seven drives, according to the Radio Section of the Treasury's War Finance Division. Network promotion programs were discussed Oct. 15-16 at a meeting held in New York by Treasury and net officials.

Each network has named liaison officials to work with the Treasury. They are: CBS, Roy Langham and Lee Bland; NBC, Fred Shawn; Mutual, Bob Jennings; American, Charles Barry; Associated, John Flynn. Corresponding Treasury personnel are: CBS and Associated liaison, Palmer Thompson; NBC, H. Quentin Cox; Mutual, Jean Hendrix; American, Meryl Friedel.

Feature of network promotion will be special days, with each network designating a day of its choice as Bond Day. On that day the network will be identified with the loan drive through announcements or entire programs.

Thanksgiving Day, Nov. 22, has been designated by CBS as its day. NBC has selected Dec. 8, final day of the drive. Mutual has specified Nov. 11, Armistice Day, and American will feature Oct. 29.

At the New York meeting networks were given kits of promotion material, along with complete list of officials available for broadcasts, suggested scripts, music for new Victory Loan songs, 50 program ideas, 63-page book of background material, special farm material and list of 40 special events.

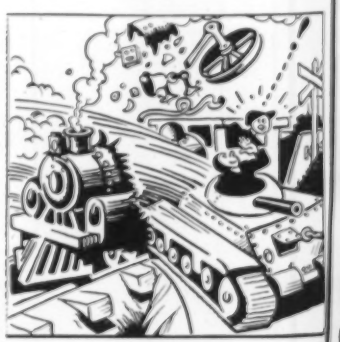
Treasury personnel will service direct all sustaining shows having Victory Bond allocations. Material also will be supplied by the three War Advertising Council offices (formerly OWI) in New York, Chicago and Washington. WAC also is making allocations for commercial programs. Connie Boswell will be available for sustaining programs to sing the new Victory Loan song, "Say It With Bonds".

Talent will be supplied from the Treasury's New York war finance office by Ruth Girard. Among officials at the New York meeting were Lt. (jg) David Levy, chief of WFD Radio Section; Mark Warnow, conductor, and Allen de Castro, consultant to the Section from Joseph Katz Co.

Networks will officially open the drive Oct. 28, 7:30-8 p.m. with separate Bond shows. Secretary of the Treasury Fred M. Vinson will speak on all networks during the period.

Raymond Signs

RAYMOND Labs., St. Paul (toiletries), effective Nov. 18 for 52 weeks sponsors "Sammy Kaye Sunday Serenade" on American network, Sunday 12:30-1 p.m. (CST). Agency is Roche, William & Cleary, New York.



"You forgot those Safety First warnings over WFDF Flint."

CARRIER CEREMONY PLANS PROTESTED

FLURRY of excitement developed in New York last week when a White House ruling permitted only WNYC New York, municipal station, to carry the words of President Truman when he commissions the aircraft carrier *Franklin Delano Roosevelt* on Navy Day, Oct. 27, at 11 a.m. at the Brooklyn Navy Yard.

Morris Novik, WNYC general manager, declared that if the broadcast were to be carried locally then all stations should be allowed to carry it. He relinquished the exclusive right and said WNYC would merely describe the event, as other stations and the networks will do.

WNYC had been granted exclusive rights to the President's remarks at the Navy Yard as a courtesy to the city after J. Leonard Renisch, radio adviser to the President, had invoked the White House rule that only one Presidential speech could be broadcast in a single day. The President will speak over all networks from Central Park at 2 p.m. Navy Day.

William Brooks, NBC news and special events director, and William R. McAndrew, WRC Washington news director, protested to the White House on the one-speech-a-day broadcast ruling.

A White House ruling that only one radio representative would be allowed aboard the Presidential destroyer *Renshaw*, from which the President reviews the fleet at 4 p.m. the same day, whereas press services have three men, was later revoked and each network will have a representative.

For the first time President Truman will use the new "meat ball" mike panel, [BROADCASTING, May 21], containing one broadcast mike, a spare, a newsreel and a p.a. mike, only four in all. This supplants the battery of mikes that have cluttered the rostrum in the past.

Snow in September..

down South...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.

WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

Gayle Grubb Leaves WKY to Become Manager of KGO, Replacing T. B. Palmer

GAYLE V. GRUBB, for 16 years manager of WKY Oklahoma City, last week was appointed manager of KGO San Francisco, an American station, according to Don Searle, vice-president and general manager of American's Western division. He replaced T. B. (Bev) Palmer, who was recently named manager of technical operations for American's Western division. Mr. Grubb will take over Nov. 15 in San Francisco when Mr. Palmer moves to Hollywood.

Mr. Grubb

"These appointments give us two outstanding men in two roles vitally important to our expansion in the postwar period and looking forward toward KGO's increase in power to 50,000 w as well as operation of FM and television stations in Los Angeles and San Francisco," Mr. Searle said.

Mr. Grubb is a veteran of 21 years in radio, having served as station manager in pioneering both WKY and KFAB Lincoln, Neb. He opened KFAB in 1924, acting as manager, salesman, entertainer, announcer, musician and part-time operator. He joined WKY in 1928.

Radio Week

(Continued from page 17)

the people at large of the greatness of radio broadcasting."

The booklet explains how RMA's Advertising Committee conceived the idea of an anniversary tribute to broadcasting and how the statuette idea was evolved, along with plans for plaques for individual stations.

Testimonial luncheon to broadcasting will be tendered Nov. 10 at the Hotel Roosevelt, New York, by the Citizens Radio Anniversary Committee. Chairman of the committee is Luella S. Laudin, also radio chairman of the General Federation of Women's Clubs and the National Council of Women of the U. S. Associations joining with the citizens group are American Legion Auxiliary, American Women's Voluntary Services, Assn. of Junior Leagues of America, General Federation of Women's Clubs, Girl Scouts, National Board of YWCA; National Council of Women of the U. S., National Council of YMCAs, National Federation of Business and professional clubs.

History of radio, featuring special events and talent, is depicted in a four-page layout to be carried in the Nov. 13 issue of *Look* magazine, on newsstands Oct. 31. Use of the photo spread for studio and other display is suggested by both NAB and RMA.

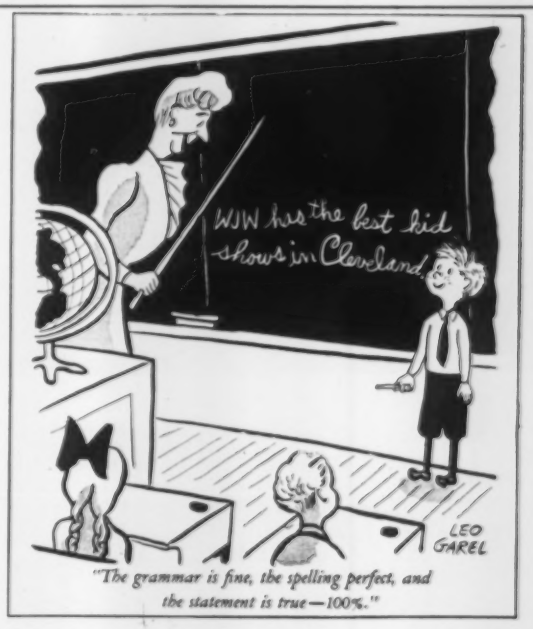
Johnson to Mutual

EARL MINOR JOHNSON, specialist in radio wave propagation and antenna development, recently with the War Department and previously on the FCC engineering staff, will join the engineering department of Mutual Nov. 1. A graduate of the U. of Cincinnati in 1940, Mr. Johnson had charge of the FCC monitoring station in Huntington, W. Va., from Aug., 1940, until the following January when he was transferred to the broadcast division in Washington, becoming assistant chief of the standard broadcast section.

Airport Bill Passed

BY A 279-82 vote the House last week passed and sent to the Senate the Lea Airport Bill (HR-3615) and amended the McCarran Bill (S-2), passed last spring by the Senate. The Lea measure, which provides for a 700-milllion-dollar 10-year public airport expansion, and the McCarran Bill go to conference between House and Senate to iron out differences. Both measures would affect broadcasting in that antenna towers may be declared hazards to aviation by the Civil Aeronautics Administrator.

TURN TO PAGE 36 NOW !



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Across the Board, Monday through Friday, WJW delivers in Cleveland more morning dialers per dollar . . . up to 20% more on a money basis . . . than any other station.

And chalk this up too . . . Cleveland is the 7th largest . . . 5th richest . . . 3rd most densely populated area in the United States.

BASIC ABC Network CLEVELAND, O. **WJW** 850 KC 5000 Watts DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Radio Car

(Continued from page 16)

mitter power to 1 kw, installed a gas-driven power unit and added crystal control on six frequencies, with tunable oscillation. Then he could go in on any Army frequency. And with a 50 w FM setup the car was ready for a Presidential swing around the nation. The radio car handled all the official party's communications, with FM used for communication with Secret Service autos that went along in a special car.

The FM equipment had been installed for the Rooseveltian weekends at Hyde Park. Fixed FM stations were set up in Washington, Philadelphia, New York and Hyde Park. The little FM transmitter kept the President in contact at all times by radiotelephone with Washington or Hyde Park. Later this transmitter was replaced by a 250 w job. Other members of the official parties, especially James F. Byrnes, then War Mobilization Director, used it frequently.

Twice the radio car went to Quebec conferences with F.D.R.—in 1943 and 1944. By that time the power plant had been increased to two 25,000 w generators.

Special Near Lake

Just before the '43 conference the President disappeared from the public for a week's fishing near Little Current, Georgian Bay, Ont. The special train pulled up on a siding beside the lake and No. 1401's generators provided power for communications, for the train itself and even pumped train service water from the lake.

When the President dropped a line for a bass, a Secret Service boat not far away was equipped with FM. In a radio-equipped jeep Col. Greer drove the President from one lake to another while the rest of the party went by boat. With a special 400 w 2½-18 mc AM transmitter the President could have originated from the train a broadcast which could have been picked up by networks. Though it was never tried, the President could have broadcast from the moving train.

This 400 w outfit was never used for broadcast purposes, but was available for emergency had the equipment of networks failed. Able to handle code also, the transmitter has sent many a message for Carleton Smith (NBC), Bob Trout and Clyde Hunt (CBS), Bryson Rash (American) and other broadcasters who accompany Presidential parties.

On his last nationwide tour in 1944 President Roosevelt's train was equipped with loudspeakers fed from a sensitive receiver in No. 1401. The President's own car had a special receiver. Thus everyone on the train could listen to the Chicago convention's closing speeches as the train sped over the midwestern plains.

Noise problems don't bother Col. Greer's eight-man crew. One of the engineers, incidentally, is M/Sgt. Richard L. Yordy, formerly of KFAB Lincoln. The sensitive receivers on the train have low noise to signal ratio and the amplifier has 25-30 w output.

The antenna array on the car roof consists of two folded dipole antennas running the length of the car and one ordinary half-wave doublet. Signal pattern is circular, naturally, since trains run in all directions.

75-Word Teletype

Latest wrinkle is a 75-word radioteletype used on President Truman's rail trip to Missouri. Private bets were placed around Signal Corps circles that the thing wouldn't work when the train started rolling.

It worked, though—except through those tunnels (and there are 26 of them between Washington and the far side of the West Virginia hills).

This teletype can span the continent while the train is in motion. By patching through the War Dept. in Washington it can reach similar machines anywhere in the world. Moreover the messages are entirely secret, since they go through an encoder and come out unscrambled through a decoder at the other end.

Talked to Guam

Just for the heck of it Col. Greer has talked to Guam, Frankfort and other foreign points while the train was making a good sixty per.

Gen. Eisenhower liked No. 1401 so well that he had his own radio car made on his flossy private train, once used by a high German official. It has only CW, however. Should President Truman desire, he could communicate directly from his moving train to Gen. Eisenhower's train in Europe, using the CW facilities which also have the advantage of secrecy.

Col. Greer has a nameless gadget by which he can talk from the train or from his auto via FM to any telephone. The device converts the radiotelephone FM signal and feeds it into the telephone circuit through Signal Corps stations. With this device the President could talk from his train to any telephone outlet.

Col. Greer, a regular Army Officer, once built a broadcast station while stationed in Manila. Things were pretty slow over there in prewar days and he did a bit of engineering consultation on the side. The broadcast station was KZHS, built for A. G. Heacock Co.

He has accompanied two Presidents on all trips. When the President goes overseas, the colonel sets up communications facilities for the trip itself as well as the equipment at the destination.

Reading from front to rear, No. 1401 contains this basic equipment: 2½ kw Press Wireless CW or radioteletype transmitter; batteries for the train's 32 v DC current, with 100 amp rectifiers; 1 Federal 1½ to 2 kw transmitter 4 to 26 mc for radiotelephone; 400 w phone AM or CW 2 to 13 mc transmitter (the one that could handle broadcasts); two 50,000 w diesel generators, turning out 220 w 3 phase alternating current; four sensitive AM receiving sets covering the broadcast band through 20 mc; 250 w Motorola FM radiotelephone 35-40 mc; plus miscellaneous accessories, and an air conditioner wedged into the ladies room.

Old 1401 is quite a roamer, having well over 100,000 miles of travel.

SEWARD LEAVES FCC TO START PRACTICE

AFTER 11 years with the FCC law department as principal attorney, assistant chief examiner and chief of the revocation and license renewal section, Judge Peter W. Seward resigned last week to open his own radio law office in Washington, D. C.

Mr. Seward

From Fort Worth, Tex., where he was prosecuting attorney and judge, Mr. Seward came to the Commission the year it was established, when the legal staff numbered only 15. It has quadrupled in size during his tenure. He has presided as examiner at many important broadcast hearings, including the WOKO Albany, N. Y., case now before the U.S. Court of Appeals, and the recent proceedings on transfer of WINS New York to the Crosley Corp. He also participated in several large cases in the common carrier field, notably the action of the Aeronautical Radio Co. to compel A. T. & T. to sell it service at government rates. Judge Seward recommended denial of the request.

As a tribute to his long service, his associates in the department gave him a farewell luncheon Monday at the Harrington Hotel.

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SEE PAGE 36

Allocations

(*Continued from page 17*)

shifted to channel 29 under the CBS plan. Although Chairman Porter pointed out that the difference in coverage would be a minor one, Mr. Bingham said the change of assignment would mean that equipment which had been promised the station by December might have to be redesigned.

Clark Stover, counsel for American Broadcasting Co., which is an applicant for an FM station in New York, supported the CBS plan.

Policy Questioned

Marcus Cohn, representing the International Ladies' Garment Workers Union, which recently applied for four FM stations, including New York, Philadelphia and Boston, questioned the Commission's policy of assigning 11 frequencies in New York to licensees and permittees and leaving nine to be distributed among 20 applicants. He contended that his clients and the other applicants should have a right to compete for all the frequencies.

Commissioner Denny pointed out that if the suggestion were carried out it would be tantamount to a denial of renewal of license to existing stations.

George S. Smith, representing Bremer Broadcasting Corp., licensee of WAAW, asked that his company be permitted to retain the channel assigned it.

Capt. Finch, licensee of WFGG, testified that he would be satisfied with his assignment under either the FCC or CBS plan. Inasmuch as Mr. Finch's station would be shifted to the channel now assigned to Marcus Loew, who preferred his present assignment, it was agreed to leave both assignments undisturbed.

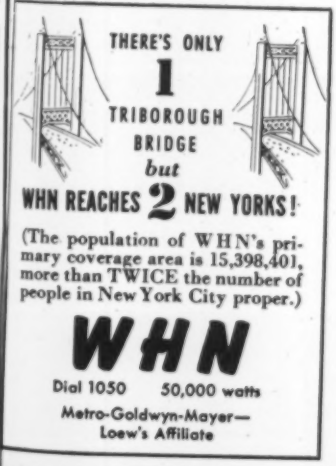
Logan Thompson, operations manager for Metropolitan Television Inc., licensee of WABF, objected to a shift in assignment from channel 53 to channel 21 as provided in the CBS plan.

Philip Loucks, counsel for Interstate Broadcasting Co. Inc., (WQXQ) asked for the right to be heard in case the CBS plan is adopted. Chairman Porter said the Commission has an obligation "to give the green light to this industry" and therefore he felt no further proceedings could be held. He suggested that any of the parties could file briefs with the Commission.

The two plans are as follows:

SERVICE AREAS

Location	FCC Plan Channel No.	FCC Plan Area—Sq. Mi.	Alternative Plan Channel No.	Alternative Plan Area—Sq. Mi.
Connecticut:				
Bridgeport	70	7,490	65	7,560
	72	7,490	67	8,480
	74	7,460	69	7,080
Average		7,480		7,710
Hartford	22	6,970	26	7,050
	24	6,970	28	7,050
	26	6,970	30	7,050
	28	6,970	32	7,050
	30	6,970	34	7,050
	32	6,970	36	7,110
Average		6,970		7,060
New Haven	42	5,770	63	6,540
	44	5,770	71	6,500
	46	5,770	75	7,190
	48	5,770	77	7,000
	50	5,770	79	7,230
Average		5,770		6,890
New London	52	3,570	50	5,980
	54	5,840	52	7,080
Average		4,705		6,530
Waterbury	34	6,810	22	7,080
	36	6,810	24	7,080
	38	6,810	61	8,530
	40	5,650	73	6,770
Average		6,770		7,365
Delaware:				
Wilmington	56	7,610	64	10,490
	58	8,250	66	10,490
	60	8,250	68	10,490
Average		8,037		10,490
District of Columbia:				
Washington	21	9,630	21	10,370
	23	9,610	23	10,370
	31	11,850	25	10,370
	37	11,850	27	11,350
	39	11,850	29	11,350
	55	10,700	31	11,350
	62	10,600	33	11,350
	64	10,600	63	11,010
	66	10,500	65	10,980
	68	11,500	67	10,980
	77	10,300	69	8,870
	79	10,300	71	10,690
Average		10,698		10,750
Maryland:				
Baltimore	25	10,790	51	10,870
	27	10,790	53	10,870
	29	10,800	55	10,870
	41	9,730	57	10,870
	43	9,730	59	10,870
	45	10,800	61	10,860
	47	10,800	73	9,420
	49	10,800	75	10,860
	51	9,730	77	8,390
	53	10,200	79	9,140
Average		10,417		10,300
Massachusetts:				
Boston	21	7,420	21	8,420
	23	7,420	23	8,420
	25	7,420	25	7,420
	27	7,420	27	7,420
	29	7,420	29	7,420
	31	7,420	31	7,420
	33	7,420	33	7,420
	35	8,020	35	7,420
	37	8,020	64	8,480
	39	8,020	66	8,480
Average		7,615		7,832
New Bedford-Fall River	57	4,370	43	4,440
	59	4,370	45	4,440
	61	4,370	47	4,440
Average		4,370		4,440
Holyoke-Springfield	56	9,500	38	10,680
	58	10,720	40	10,680
	60	10,720	42	9,530
	62	9,500	44	10,750
	64	10,550	46	10,750
	66	10,550	48	9,530
Average		10,260		10,320
Lawrence-Lowell-Haverhill-Portsmouth, N. H.	53	8,680	37	8,120
	55	7,310	39	8,120
	63	7,600	41	8,120
	65	7,600	49	7,840
Average		7,798		8,050
Worcester	69	11,500	60	9,830
	71	11,500	62	10,360
	73	11,500	74	10,400
	75	10,600	76	10,870
Average		11,275		10,350
New Hampshire:				
Manchester	77	11,090	69	9,710
	79	11,090	79	9,680
Average		11,090		9,690
New Jersey:				
Trenton	69	8,270	70	7,670
	71	9,660	72	7,820
	73	9,660	78	7,850
Average		9,170		7,780
New York:				
Albany-Schenectady-Troy	21	11,550	21	11,430
	23	11,350	23	11,430
	25	10,810	25	11,270
	27	10,810	27	11,370
	29	11,350	29	11,370
	31	11,350	31	11,370
	33	11,250	33	11,370
	35	11,490	35	11,370
	37	11,490	59	11,880
	39	11,490	64	12,200
	76	12,400	66	12,280
	78	13,050	72	11,655
Average		11,533		11,600
New York City	23	6,060	21	7,290
	29	6,060	23	7,290
	31	6,060	25	6,400
	33	5,400	27	7,020
	35	5,400	29	7,020
	37	5,400	31	7,020
	39	5,400	33	5,400
	41	5,180	35	5,400
	43	5,400	37	5,640
	45	5,500	39	6,480
	47	5,500	41	5,920
	49	5,500	43	7,000
	51	5,400	45	7,000
	53	8,060	47	7,000
	55	6,560	49	6,680
	57	6,950	51	6,890
	59	6,950	53	6,890
	61	6,950	55	7,490
	63	7,780	57	6,840
	65	7,780	59	6,840
Average		6,170		6,710
Pennsylvania:				
Allentown-Bethlehem-Easton	21	11,320	34	8,860
	75	9,480	36	8,860
	77	9,930	38	8,860
	79	9,930	40	8,860
Average		10,170		8,860
Harrisburg	35	11,800	45	12,020
	57	10,050	47	12,020
	59	10,050	49	12,020
	61	8,910	70	9,140
	63	10,630	72	7,520
	65	10,630	78	8,410
Average		10,678		10,190
Lancaster	76	7,830	22	11,420
	78	7,830	24	11,420
Average		7,830		11,420
Philadelphia	24	7,540	42	7,980
	26	9,100	44	7,930
	28	7,540	46	8,450
	30	8,340	48	8,450
	32	8,000	50	7,380
	34	7,920	52	8,300
	36	8,300	54	8,300
	38	7,870	56	8,300
	40	8,340	58	8,300
	44	8,340	60	7,480
	46	8,340	62	9,050
	48	8,340	74	9,050
	50	8,340	76	9,050
Average		8,340		8,310
Reading	42	10,210	26	11,820
	52	10,210	28	11,820
	54	10,210	30	11,820
	67	9,980	32	11,820
Average		10,152		11,820
Scranton-Wilkes Barre	25	11,650	61	12,000
	27	11,650	63	11,760
	56	10,150	65	11,750
	58	10,150	69	10,300
	60	10,150	71	10,640
	62	10,700	73	10,320
	64	10,700	75	12,170
	66	9,520	77	10,620
	68	10,250	79	10,640
Average		10,547		11,150
York	22	8,600	35	11,330
	33	11,000	37	11,330
	70	12,100	39	11,330
	72	12,100	41	10,530
	74	11,100	43	11,510
Average		10,980		11,208
Rhode Island:				
Pawtucket-Providence	41	6,750	54	8,670
	43	7,060	56	8,670
	45	7,060	58	8,670
	47	7,060	70	5,250
	49	7,060	72	6,647
	51	6,050	78	5,250
Average		6,840		7,100
Grand Total		1,384,510		1,424,230
Grand Average		8,770		9,010



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New Jersey

(Continued from page 18)

ject of litigation, with the licensee being cited to show cause why the city should not be held in contempt for refusing to broadcast a particular program.

2. The second station, WTNJ Trenton, had filed for another frequency to prevent the establishment of a competing station in Trenton; its manager and part owner had misrepresented facts concerning his financial qualifications; the manager's secretary had forwarded "anonymous" letters to the Commission protesting against the operations of the competing station (WTTM) and disparaging the character of its owners.

3. The third station, WCAP Asbury Park, had ignored various rules and regulations of the Commission governing maintenance and operation, including changing its antenna height without authorization, unauthorized experiments with its transmitter, and incomplete program logs.

Deny WCAM Renewal

Expounding on these and other irregularities, the Commission decided to deny renewal of license to WCAM but made its denial without prejudice, permitting the station to file again for the same operation if it can show that the city of Camden would have the exclusive use and control of the station. Commenting on the contract made by the station transferring the bulk of its time to a time-selling company, the Commission said:

"As a result of this agreement, the applicant is now in the untenable position of having made it difficult if not impossible for itself to sell the station to a highly qualified person willing and able to discharge the licensee's duties in the public interest—thus closing even this avenue of escape from responsibilities which the city apparently believes it cannot independently undertake to satisfy."

Denying renewal of license to WTNJ, the Commission declared that its findings regarding the sending of misleading letters, concealments, prevarications and evasive testimony convinced it the individuals entrusted with the operation of the station do not possess the responsibility required of a licensee. "This reprehensible behavior," it asserted, "has been so persistent and long-standing that it cannot be considered inadvertent or attributable to ignorance of the Commission's procedures or of the seriousness of such offenses. It not only reflects on the qualifications of the licensee but has definitely impeded the Commission's own efficient discharge of its functions under the Act."

Toward WCAP, the Commission was tolerant, pointing out that while its transgressions were frequent it "promptly and conscientiously corrected violations whenever they were called to its attention". Accordingly, the renewal application of the station was granted.

Net result: one station for sale, unless appeal is successful; one station subject to reinstatement, if it can escape a legal jam; one station spanked but intact.

FCC Hearings for All Rival Applications Called 'Unsound'

HEARINGS in all cases of competing applications for the same facilities are "unsound" from both a practical and legal standpoint, the FCC contended in a reply brief filed in the Supreme Court in the appeal of Ashbacker Radio Corp., licensee of WKBZ Muskegon, Mich., from a Commission decision involving WJEF Grand Rapids, licensed to John E. and Rhea Y. Fetzer [BROADCASTING, March 19].

Ashbaker filed petition in the Supreme Court for a writ of certiorari after the U.S. Court of Appeals for the District of Columbia dismissed an appeal from the Commission grant. The case was scheduled to be argued before the Supreme Court Friday but was continued until the November term which begins Nov. 5.

In March 1944 the Fetzers filed application for a construction permit on 1230 kc for Grand Rapids. WKBZ in April 1944 filed for a construction permit to change frequency from 1490 kc to 1230 kc, alleging that propogation on 1490 resulted in a poor signal. The FCC on June 8, 1944, granted the Fetzer application but designated the Ashbacker petition for hearing.

In its brief, filed by Segal, Smith & Hennessey, Ashbacker posed these questions: "When there are pending before the FCC two conflicting mutually-exclusive applications from the same area for the same wave-length assignment, (1) may the Commission lawfully grant one of these applications ex parte and simultaneously set down the other application for hearing? (2) if so, is the hearing thus offered, in face of the accomplished grant of the competing application, such a fair hearing as is provided by the Communications Act of 1934 and guaranteed by the Fifth Amendment to the Constitution of the U.S.? (3) does such grant to one of two competing applicants for the same facility aggrieve the other applicant or adversely affect his interests so as to bring him within the class of persons permitted to sue out an appeal to the U.S. Court of Appeals for the District of Columbia under Section 402(b) (2) of the Communications Act?"

FCC denied petition of WKBZ that the grant to WJEF violated Sec. 3.24 and Sec. 3.35 of the Commission's Rules & Regulations. WKBZ alleged the grant of the Fetzer application was "designed and intended as a denial without hearing of petitioner's application."

In its brief, signed by Hugh B. Cox, acting Solicitor General; Walter J. Cummings Jr., attorney; Rosel H. Hyde, FCC general counsel; Harry M. Plotkin, FCC assistant general counsel, and Joseph M. Kittner, counsel, the Commission alleged an appeal to the courts is premature until after the WKBZ hearing, which has not been held. FCC further contended that should the WKBZ application for 1230 kc be granted, station would interfere with WHBY Appleton, Wis.

"Petitioner's contention that in all cases of competing applications each applicant is entitled to a hearing before either application is granted is unsound from a practical standpoint as well as a legal standpoint," said the reply brief.

MASON TAKES OATH AS MEMBER OF FTC

LOWELL B. MASON of Illinois was sworn in last Monday as a member of the Federal Trade Commission to fill the unexpired term of Commisisoner Charles H. March, Minnesota Republican, who died August 28.

In a short speech he lauded FTC as the agency which "gave Congress the ammunition" to pass such measures as the Federal Communications Act of 1934 and to defeat "the great god of 'Let's Keep Doing Everything Just Like We Have Always Done It'."

Justice James W. Morris, of U.S. District Court for the District of Columbia, administered the oath in the first induction of a commissioner in the present FTC building.

Mr. Mason is one of two Republican members of the five-man bipartisan Commission. He was a member of Illinois State Senate 1922-30; general counsel of National Industrial Recovery Review Board in 1934 and counsel of U.S. Senate Judiciary Subcommittee investigating N.R.A. in 1935. His home is at Glen Ellyn, Ill., a suburb of Chicago. He practiced law in Chicago and Washington.

'Happy Gang' Contract

CONTRACT for recording *The Happy Gang*, most popular Canadian daytime network program, has been signed by Garry Carter of Frontenac Broadcasting Agency, Toronto, and Bert Pearl of the show, under what is considered the biggest recording deal in Canadian broadcasting history, Mr. Carter gets world rights, except Canada for recording the program, now in its ninth year as Monday-to-Friday half-hour noontime Canadian variety show. The program has large audience in U. S. border cities.

Kearney

(Continued from page 18)

Iowa, a former Cowles station announcer and newscaster.

Meanwhile in August, another fighting force came on the Continent with the 6th Army Group's Southern France invasion. Veteran radio men from the Italian theater were in the D-Day vanguard: Capt. (then Lt.) Carl Zimmerman, former Milwaukee announcer and veteran of *Army Hour* reporting in Africa, Sicily, and Italy, Capt. (then Lt.) Daniel Sutter, former NBC actor-director, who is now with General Clark's headquarters in Vienna, and Sgt. (then Cpl.) Jay McMullen, whose virtual radio debut was combat reporting. They were joined later by Lt. (then Sgt.) Wallace Irwin.

Recordings in Volume

As all these field forces advanced, the radio officers moved with them. They turned out a large volume of 3-minute recordings which were recorded by the SHAEF Radio Branch in Paris and shipped to home town stations by the War Dept. They all contributed almost daily to the BBC and AEFP feature *Combat Diary*, a news program which digested the best frontline radio reports of each day, Army and civilian.

One of the best action programs of the war, *Combat Diary* daily had reports from each active sector, many of them made not in press camp studios, but on the fighting lines. Lt. Vick Knight, civilian producer of many top network shows, spent a great deal of time at the front reporting exclusively for the AEFP, but his reports weren't heard in the United States. The Army radio men all contributed to the NBC *Army Hour*, the European portion of which was directed by the then new SHAEF Radio Branch under Maj. Bob Pollock's guidance.

In October of 1944, SHAEF officials realized the need for centralized control of Army radio and formed a radio branch from some of the personnel in the dissolving ETOUSA radio office. Maj. Pollock, former special events director of WSB Atlanta, Maj. Dougall, and Capt. Ted Bergmann, former NBC International Division announcer, were in the SHAEF office and operated the recording studios in the Hotel Scribe in Paris where all the recordings in the ETO were dubbed from wire recorders onto discs for shipment to the U. S.

Meanwhile, as ETOUSA headquarters almost dissolved, Communications Zone (Com Z), the service force elements of the American command under Gen. Eisenhower, began covering the men carrying the supplies for radio. Maj. Joseph Graham, former WCKY Cincinnati announcer, and Capt. Charles Anderson, who had been with KFI Los Angeles and KOA Denver in civilian life, headed that section. They also organized an extensive home-town recording coverage and made frequent *Combat Diary* and *Army Hour* contributions.

The 9th Air Force was also a major contributor to radio productions in the ETO. Maj. John Lay, former scripter of *Famous Jury Trials*, and Capt. Arnold Leo, prewar radio director and copy chief of the Blaker Advertising Agency, were the 9th radio team in England prior to the invasion.

Here they worked overtime servicing the four networks, providing personnel, ideas and sometimes scripts for programs. Capt. Leo wrote a number of dramatizations for the famous BBC program, *Into Battle*, as well as countless spots for the outstanding *War Report* which was invasion born.

Several 'Firsts'

After D-Day Maj. Lay left the 9th to become radio officer of the 1st Tactical Air Force and Capt. Leo took over the 9th ably assisted by Capt. Howard Finch and Lt. Grant Butler. Moving to France, the 9th operated a mobile recording truck and turned out thousands of "Home Towners" in the field and in a special recording studio the radio team hand-built in Paris.

Among the many *Army Hour* spots produced by the 9th were several firsts. Capt. Leo's broadcasts from a P-61 Black Widow and a P-47 Thunderbolt on combat missions were two of them.

The 9th also ground out a fifteen minute program once a week for AFN, *Skylights of the Ninth*. This was recorded in Paris and featured highlights of various broadcasts made to the U. S. It was the only production type program handled by the Scribe Paris studios and each week one of the network commentators was guest narrator.

News from England

Meanwhile, in England there was still news coming from the 8th Air Force which was still busy with strategic bombing of enemy targets. Lt. Col. Ben Lyon and Capt. Frank Alban were all reporting the 8th's operation for the American public. Lt. George Maynard, who'd been the bellwether of most of the preinvasion broadcasting from the United Kingdom, returned to the United States and his civilian assignment as a director at NBC.

The picture in Europe has changed considerably now that the fighting has stopped. Many of the radio men are either out of the Army or at assignments in the United States. Top radio officer at Gen. Eisenhower's headquarters now is Maj. Ted Steele, former Benton & Bowles account executive, who was producer of the *Army Hour* and who did the first broadcasts of a B-29 mission bombing Japan while he was in the Pacific last spring. Maj. Dougall is still in the section, along with Capt. Thomas W. Phipps, a former MGM scenarist, and Lt. Don L. Kearney, who was with WAGE Syracuse and USO program departments before entering the service.

Maj. Lester Lindow, former manager of WFBM Indianapolis, is executive in the public relations service of the U. S. Group Control Council and handles radio for that State-Department level organization. Capt. Ross Evans is radio officer of the 1st Airborne Army occupying Berlin with Lt. Fuller as his assistant. Lt. Carl Goodwin, former Charlotte, North Carolina writer and NBC announcer, and Lt. William Forrest, writer, have joined Maj. Graham in the service force setup and while Lt. Hansenn is still with the 3rd Army, he is slated for speedy return to the U. S. on points. Fuller, probably the most prolific reporter of all, may remain in Europe as a reporter for one of the networks.

Capt. Bill Kenneally has come from Italy to take the AAF radio reins and Maj. Steele is searching for qualified men to take the other assignments with the 7th Army and other occupational units, now vacant.

The theater public relations officers are well aware of their responsibility to the occupational soldier. As he is still doing a job for the country, his activities must be reported. The radio officers in Europe look with hope to the industry at home for help—that the country not forget the GIs in Europe who won the war and now must stay in Germany to make the victory "stick".

WTAD Quincy, Ill. Dominates a Rich Town-Farm Market

The Hooper Station Listening Index, Fall, 1944 shows WTAD overwhelmingly dominates the Quincy Market with more listeners than all other stations in the area combined!

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Few Radio Sets in Prospect This Year

OPA Ceilings Hold Up Production Of Components

THERE'LL be few radio sets before spring, survey of manufacturers disclosed; OPA price increase factors still much too low on components. New delay in production brought about by necessity of manufacturers filing for additional increase factors. Meanwhile production at standstill.

PROSPECTS for radio sets in any number before sometime next spring—if then—appear dim as manufacturers were almost unanimous in the opinion that the price increase factors announced Oct. 11 by the Office of Price Administration [BROADCASTING, Oct. 15], are far too low to permit profitable operations of manufacturing plants.

Developments after a week's study by manufacturers of the OPA increase factors were these:

1. **The all-American popular low-priced table model will be but a memory unless OPA relents and either lifts controls or increases price factors.**
2. **There'll be few receivers on the market by Christmas, because most manufacturers plan to file for individual increase factors and that takes time.**
3. **Set manufacturers can't quote prices to distributors and dealers because they can't get parts, and parts manufacturers won't turn a wheel until they are assured profitable operation.**
4. **Radio manufacturing industry, which promised postwar employment to thousands of workers, will be idle.**

One Upholds Ceilings

A survey of parts and sets manufacturers by BROADCASTING showed only one firm upholding the OPA price factors. Another said production would go ahead, although there was little prospect of any profits until OPA controls are released or relief is given.

Following is a summary of the various reactions:

R. F. Reinitz, purchasing agent, Andrea Radio Corp., Long Island City, N. Y.: "The OPA price ceilings may be described in two words —not enough. Our manufacturers probably will get together to iron out the hardship clause in the OPA regulation. Some larger manufacturers find they can just about break even at 13.5%, but smaller manufacturers can't. We undoubtedly will file for additional increase factors. Full production is expected to start about Jan. 1."

Arthur Freed, vice-president and general sales manager, Freed Radio Corp., New York: New regulations do not provide adequate increase to allow for selling prices; company to file for further increases. Full production by February.

H. E. Davis, purchasing agent, Radio Wire Television Inc., New York: "We are in full accord with the increase set by the OPA. We feel that the amounts are sufficient and proper in all cases and we do not plan to apply for additional increases."

Benjamin Abrams, president, Emerson Radio & Phonograph Corp., New York: Price factors not enough to enable manufacturers to operate properly, especially component makers. Said Mr. Abrams: "It is not profitable for manufacturers to make low-priced sets under these new regulations and the benefit of low-priced sets is lost." Emerson will not ask for additional increase factors, will by-pass low-priced sets until OPA eases ceilings or "goes out of business". Production may not get started for another 30 days, awaiting components.

Ansley Radio Corp., Long Island City: Will apply for further increases; regulations make it impossible to meet production costs and finished products cannot be made at a reasonable profit. Full production to start as soon as parts arrive, some production now scheduled for December.

E. L. Hall, purchasing agent, Pilot Radio Corp., Long Island City: In most instances OPA regulations are not workable under present increase factors. Said Mr. Hall: "Everyone wants to work with OPA and no one wants inflation, but our company will have to file individual applications for each model. This application is absolutely necessary because the formula is not workable." Full production depends on what action OPA takes on higher price factors.

David Wald, president, DeWald Radio Mfg. Corp., New York: Regulations are impossible, have caused business standstill. Company expects to file for additional factors as soon as costs are estimated; no promises on production.

RCA Victor Div., Camden, N. J.: Unable to quote prices to dealers, distributors and consumers; company can't get definite costs of components from components manufacturers since OPA ceilings were announced.

H. B. McCartney, vice-president, Hammerlund Mfg. Co., New York: Feels prices should be much higher, but "we are going to manufacture under existing price factors and struggle along with OPA." Production by January.

Frank A. Hiter, vice-president, Stewart-Warner Corp., Chicago: Few, if any, sets will be available for Christmas trade. First sets will not be "super-gadgets" but probably improved versions of 1942 models.

Howard Radio Co., Chicago: Production can't move; cited increased cost of mica from $1.25 to $7.50.

Belmont Radio Corp., Galvin Mfg. Corp., Zenith Radio Corp. and Admiral Corp., all Chicago, said no production can get under way until parts manufacturers are allowed a "fair" margin of profit.

7-STORY ADDITION IS PLANNED BY WGN

CONSTRUCTION of a seven-story addition to WGN Chicago studios will get underway after Jan. 1.

Station officials said plans call for two audience studios to seat 500 and 350; five 35x50 and eight 20x30 studios, all designed for both AM and FM productions. No television studios are contemplated.

Each studio will have a client's booth with one-way vision. They will also house music department and library. Cost of construction was not announced.

New American Sales

NATIONAL spot sales department of American signed $350,000 worth of new business for the five stations represented—WJZ New York, WENR Chicago, WMAL Washington, KECA Los Angeles, KGO San Francisco—in September, a record for the department, according to Ralph E. Dennis, department manager. Billings for the first nine months of the year are up 22.5 per cent over the same period of 1944, he said.

RIVERS PROTESTING NET DAYLIGHT TIME

LEGISLATION requiring networks to broadcast on standard time is advocated by John M. Rivers, manager of WCSC, Charleston, S. C., who views that step as a last resort to avoid the daylight-saving-time scramble that occurred twice yearly before the war.

Mr. Rivers, realizing that "the less we ask for regulation, the better off we will be," claims that networks insist on following daylight time "because network management likes the idea of living by the same hours as their neighbors." He feels station affiliates suffer "for the convenience of a couple of thousand network employes."

Johnson Moves

WALTER JOHNSON, for past four months program director of Don Lee Broadcasting System, Hollywood, resigns that post effective Nov. 1 to become West Coast radio director of A. & S. Lyons, talent agency. Prior to military service, Mr. Johnson held similar position with Music Corp. of America. No successor has been announced for his network post.

Freer Radio Aim of American Nations

FCC Delegates Report On Unfettered News Action at Rio

By RUFUS CRATER

PROPOSALS to assure greater liberty of information in radio communications were outlined by FCC representatives last week as recommended in a resolution adopted at the Third Inter-American Radio Conference at Rio de Janeiro.

Rosel Hyde, FCC general counsel, who was chairman of the subcommittee which studied several proposals from which the resolution was formed, and Commissioner Ray C. Wakefield released details of the resolution following their return from the conference. It recommends:

1. That new inter-American and international regulations be drafted relating to news, information, and press service messages in connection with radio communications.

2. That the American governments promulgate measures "to give the expression of thought on the radio the same effective guarantees of freedom as the press enjoys."

3. That the American governments adopt measures "for lowering the cost of services to radio broadcasting stations and of radio transmitting and receiving equipment, and especially the elimination of fiscal charges which burden the development and use of these facilities for the expression of thought."

Highlights of the Rio Conference also included, the FCC representatives reported, adoption of a new Inter-American Telecommunications Convention. One of its features is creation of an Inter-American Telecommunications Office (OIT) to supercede the Inter-American Radio Office (OIR).

Covers All Fields

OIT, to be located in Cuba and supervised by the Pan American Union, will deal with all fields of communications rather than with radio matters only, arranging interim conferences, handling exchanges of information and the like. A director will be selected in July by the countries represented.

Adolph A. Berle Jr., U. S. Ambassador to Brazil, was one of the leaders in the fight for adoption of the resolution on liberty of information.

The resolution notes that the 1945 Inter-American Conference at Mexico City urged the American governments to recognize their obligation "to guarantee to their peoples free and impartial access to the sources of information," and "adopt measures separately and jointly to develop unrestricted interchange of information between their peoples."

It also points out that "one of the most effective means of expanding the interchange of information among the peoples is by the liberalization of all government regulations dealing with the transmission and reception of press-radio transmissions addressed to multiple destinations."

Freedom of thought "is one of the dearest conquests of civilization and is the fundamental basis of democratic systems of government," the resolution declares, adding that "radio constitutes an effective medium for the expression of human thought, comparable to the press."

Regulations Recommended

Recommended new inter-American and international regulations would provide that—

"(a) These radio communications may consist of information and news intended for publication, reproduction or broadcasting, and of press service messages dealing with the collection and distribution of news, but with messages of a private nature strictly prohibited. Any portion of those communications may be addressed for the specific attention of any one or more of the authorized recipients.

"(b) The news organization sending those communications shall communicate to the transmitting organization the names and addresses of all authorized recipients. The transmitting organizations shall in turn notify each interested administration of the names and addresses of the authorized recipients in its territory.

"(c) The administration of each country of reception, after confirming that the designated recipients are bona fide, shall permit the recipients authorized by the sender to arrange for their own reception, either through their own or private radio receiving installations."

The resolution was described as a "composite" formulated from several proposals, including resolutions on freedom of broadcasting and freedom of press. Mr. Hyde headed the subcommittee on Freedom of Information, under the Juridical-Administrative Committee, and made a brief talk in connection with the resolution and reports.

Commissioner Wakefield and Mr. Hyde agreed that one of the most important factors of the Rio Conference was a harmonious feeling which permitted the resolution of any differences of opinion "in a spirit of cooperation."

Conference Delayed

Regarding Cuba's opposition to extension of the North American Regional Broadcasting Agreement (NARBA), which expires next March 29, Commissioner Wakefield noted that an engineering conference of countries subscribing to the treaty would be held in Washington [BROADCASTING, Oct. 8]. The conference was first slated for December, but it now appears likely that it will be held after Jan. 1.

Commissioner Wakefield and Mr. Hyde said the FCC-IRAC Allocation Table was explained in detail at the conference. Although formal approval is for the World Conference to give, they said "general approval of the plan was expressed."

Commissioner Wakefield, Mr. Hyde, and Harvey B. Otterman of the State Dept. returned from the conference via La Paz, Bolivia; Lima, Peru; and Bogota, Colombia, and conferred with communications leaders in those cities.

American Net Renews Swing to 1947; Co-op Programs Popular; Business Up

RAYMOND SWING's nightly commentaries on American will continue at least through Jan. 17, 1947, the network having picked up his next year's option well in advance, Stanley Florsheim, director of the Cooperative Program Dept., said last week.

Program is well liked by its 133 sponsors on 109 of the network's affiliated stations, Mr. Florsheim reported, adding that Mr. Swing's practice of devoting his Friday night broadcasts exclusively to the effects of atomic power on this country and on the world has attracted particular praise from both sponsors and listeners. Many sponsors in the retail field are offering copies of these scripts to listeners coming to their stores as a means of promoting store traffic, he said. Rothschild & Sons, Kansas City store sponsoring the program on KCMO, has arranged with the Board of Education for mimeographed scripts to be distributed to all senior high schools in the city, with weekly discussions to be held on the scripts.

Overall business of the American Cooperative Program Dept., Mr. Florsheim said, totals for the first nine months of this year more than twice the amount done in the same period last year, with September's billings half again as large as for September 1944. Citing Martin Agronsky's 8-8:15 a.m. broadcasts, with 108 sponsors on 89 stations, and Baukhage's 1-1:15 p.m. newscasts, with 121 sponsors on 109 stations, along with Mr. Swing's commentaries, Mr. Florsheim said his department had found no truth in the commonly expressed opinion that with the end of the war the public is not going to listen to news. He said that there had been an appreciable increase in sponsorship of the Agronsky broadcasts recently, without any special promotion.

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ACTIONS OF THE FCC

OCTOBER 12 TO OCTOBER 18

Decisions . . .

ADMINISTRATIVE BOARD ACTIONS

OCTOBER 15

(Reported by FCC Oct. 16)

KGAK Rio Grande Broadcasting Co., Gallup., N. M.—Granted mod. CP authorizing new station for approval ant. approval trans. and studio sites on U. S. Highway 66 approx. 1.7 mi. E of center of Gallup, and to change partnership name to Albert E. Buck and Merle H. Tucker, a partnership, d/b Gallup Broadcasting Co. Permittee is granted waiver Secs. 3.55(b) and 3.60; conditions.

WBAC Robert W. Rounsaville, Cleveland, Tenn.—Granted license to cover CP authorizing new station on 1340 kc with 250 w unl. Also granted authority to determine operating power by direct measurement of ant. power. Licensee is granted waiver Secs. 3.55(b) and 3.60; conditions.

WRDW Augusta Broadcasting Co., Augusta, Ga.—Granted authority to determine operating power by direct measurement of ant. power.

W5XIC A. H. Belo Corp., area of Dallas, Tex.—Granted license to cover CP new portable developmental station; frequencies to be assigned by FCC from time to time; 1 kw power. License granted on exp. basis only and upon express condition that it is subject to change or cancellation by FCC at any time, without advance notice or hearing, if in its discretion the need for such action arises. Nothing contained herein shall be construed as a finding by FCC that the operation of this station on frequencies authorized, is or will be in the public interest beyond the express terms hereof.

W9XMT P. B. Mallory & Co., Indianapolis—Granted mod. CP authorizing new exp. station, for extension completion date only from 9-16-45 to 12-15-45.

WABW Associated Broadcasters Inc., Indianapolis—Granted license to cover CP authorizing new FM station.

WENH WJR, The Goodwill Station, area of Detroit—Granted mod. CP authorizing change in frequencies, power and equipment of relay station, to change corporate name to WJR, The Goodwill Station Inc.

ACTIONS ON MOTIONS

(By Comr. Durr)

OCTOBER 16

Fred O. Grimwood, Bloomington, Ind.—Granted motion for continuance hearing on application for CP new standard station, and continued hearing to 12-17-45 (Docket 6753).

O. E. Richardson et al, d/b Voice of Marion, Marion, Ind.—Continued hearing on application for CP new standard station to 11-19-45 (Docket 6773).

OCTOBER 18

Augusta Broadcasting Co., Charleston, S. C.—Granted motion to dismiss without prejudice application for CP new standard station (Docket 6708).

KOIN KOIN Inc. Portland Ore.—Granted motion for leave to amend application for CP so as to request change 25 kw to 50 kw on 660 kc unl., and to use DA-DN instead DA-N; accepted amendment filed with motion (Docket 6736).

George H. Thomas et al, d/b New Iberia Broadcasting Co., New Iberia, La.—Granted motion for leave to amend application for CP new standard station to supply up-to-date information concerning financial qualifications of each partner, ant. tower proposed to be installed, changes in est. cost and data concerning trans. equip; accepted amendment filed with motion (Docket 6766).

KSUB Southern Utah Broadcasting Co., Cedar City, Utah—Granted motion for waiver Sec. 1.382(b) and accepted written appearance in re Docket 6759.

The Constitution Broadcasting Co., Atlanta, Ga.—Granted petition to dismiss without prejudice application for CP new standard station.

Fred Weber, et al, d/b Texas Broadcasters, Houston, Tex.—Granted petition for leave to amend application for CP new standard station; accepted amendment filed simultaneously with petition; removed application from hearing docket (Docket 6724).

KWPT Kingsport Broadcasting Co., Inc., Kingsport, Tenn.—Granted motion for leave to amend application for CP; accepted amendment filed with motion (Docket 6249).

KHQ Louis Wasmer Inc., KGA Louis Wasmer, Spokane, Wash.—Granted petition for continuance hearing re license renewals to 11-21-45 (Dockets 6612 and 6613).

ACTIONS BY COMMISSION

OCTOBER 9

(Reported by FCC Oct. 15)

NEW-AM 1450 kc Jere N. Moore, Milledgeville, Ga.—Granted CP new standard station 250 w unl.

NEW-AM 1240 kc H. Ross Perkins and J. Eric Williams d/b Norwich Broadcasting Co., Norwich, Conn.—Granted CP new standard station 250 w unl.

NEW-AM 1450 kc Centennial Broadcasting Co., Portland, Me.—Adopted order granting CP new standard station 250 w unl., subject to filing within 60 days of application for mod. CP to specify trans. and ant. sites, and subject further to condition that approved frequency and modulation monitors be installed as soon as available; dismissed application of Northeastern Radio & Television Corp. for identical facilities.

WKBH WKBH Inc., LaCrosse, Wis.—Granted CP increase power from 1 to 5 kw, install new trans. and DA-N and change trans. site (1410 kc).

KMOX Columbia Broadcasting System, St. Louis—Granted CP install new trans. and change trans. site.

WNLC Thames Broadcasting Corp., New London, Conn.—Designated for hearing application to install synchronous amplifier at 17 Broadway, Norwich, Conn., to be operated on 1490 kc 250 w unl. and synchronized with WNLC.

KSJB Jamestown Broadcasting Co., Jamestown, N. D.—Granted CP increase power to 5 kw DN, install new trans. and DA, and move trans. and studio. Applicant is to be advised grant is not to be understood to determine question of applicability of Sec. 3.35 to this station and KVOX (600 kc).

OCTOBER 10

(Reported by FCC Oct. 15)

KFAB KFAB Broadcasting Co., Lincoln, Nebr.—Granted petition for reinstatement, leave to amend and application for CP move tran. and studio from Lincoln to Omaha, increase power from 10 kw to 50 kw, install new trans. and make changes in DA for N use (1110 kc).

KTBC Claudia T. Johnson, Austin, Tex.—Granted CP increase 250 w N 1 kw LS to 1 kw N 5 kw LS unl. with DA (590 kc).

NEW-AM 1240 kc Birney Imes Jr., Meridian, Miss.—Granted CP new standard station 250 w unl.

OCTOBER 17

WRAW Reading Broadcasting Co., Reading, Pa.—Designated for hearing application for vol. transfer of control licensee corp. from Raymond A. Gaul and Harold O. Landis to WGAL Inc. and Keystone Broadcasting Corp.

KRNM Hoyt Houck, Robert D. Houck, Walter G. Russell and Lonnie J. Preston d/b Tucumcari Broadcasting Co., Tucumcari, N. M.—Granted mod. license change hours operation from specified to unl. (250 w 1400 kc).

KMLB Liner's Broadcasting Station Inc., Monroe, La.—Adopted order granting application to change 1230 kc to 1440 kc, increase power from 250 w to 1 kw, install new DA-N; ordered that CP be issued to KNOE for shift from 1450 kc to 1230 kc in accordance with agreement.

WGNB WGN Inc., Chicago—Granted request for waiver Sec. 3.261 relating to time of operation for FM stations for period ending 11-1-45.

NEW-Exp. TV Raytheon Mfg. Co., Chicago—Granted CP new exp. TV station on frequencies to be assigned by FCC from time to time, 5 kw peak visual and oral. Applicant proposes to develop equipment to transmit and receive high quality color television together with associated sound.

OCTOBER 18

(Supplement to Oct. 17 report)

WQXQ Interstate Broadcasting Co. Inc., New York—Granted request to operate only one hour rather than three hours between 6 a.m. and 6 p.m. for period ending no later than 12-31-45. In meantime station will continue to broadcast in accordance with present operating schedule of seven hours daily.

H. Ross Perkins and J. Eric Williams d/b Norwich Broadcasting Co., Norwich, Conn.—Adopted order setting aside grant of 10-9-45 of application for new station on 1240 kc with 250 w unl., because of possible conflict with application filed prior to 10-8-45.

OCTOBER 18

WCAP Radio Industries Broadcasting Co., Asbury Park, N. J.—Adopted order to grant application for license renewal. Dismissed application of WCAP to share 1310 kc with only WCAM instead both WCAM and WTNJ. Decision however permits WCAP to file separate application for this time-sharing arrangement.

Tentative Calendar . . .

OCTOBER 22

KHQ Louis Wasmer Inc., Spokane, Wash.—License renewal.

KGA Louis Wasmer, Spokane, Wash.—Same.

Applications . . .

OCTOBER 5

(Not previously reported)

NEW-FM PRESS-Union Publishing Co., Atlantic City, N. J.—CP new FM station on frequency to be determined by FCC, 1,552 sq. mi. coverage, est. cost $31,400. Applicant is licensee WBAB. Total assets $524,629.37. Legal counsel—Pierson & Ball, Washington. Eng. counsel—Paul F. Godley, Upper Montclair, N. J.

NEW-FM 46.3 mc E. D. Rivers, Valdosta, Ga.—CP new FM station, 6,720 sq. mi. coverage, est. cost $27,360. Applicant licensee WGOV. Legal counsel—Bemett & Clagett, Washington. Eng. counsel—McNary & Wrathall, Washington.

OCTOBER 8

(Not previously reported)

NEW-AM 840 kc The New Britain Broadcasting Co., New Britain, Conn.—CP new standard station 1 w D. Call WKNB reserved. Stock: 500 sh authorized, $100 par, 100 sh issued and outstanding. Officers: Julian Gross, pres., 46 sh (46%); Chester Bland, treas., 46%; William Ray, sec., 3%; Harry Hatsing, v-p, 1%; Geraldine Kenney Ray, asst.-sec., 1%; Others interested Joseph W. Roche, 1%; Ernest T. Brainard, 1%. Julian Gross operates advertising agency under his name in Hartford. He is to be gen. mgr. of station. All others except G. K. Ray are local businessmen. Wm. Ray is to be comptroller and asst. mgr. Est. cost $25,275. Existing capital $10,000; new capital $40,000. Proposed programming per month to be 151.20 hrs (45%) commercial, 30% transcribed. Others of proposed staff: chief engineer—Harry Wrasko, now with WHTD; commercial mgr.—Edwin H. Schweitzer, now with WHTD; operators—Frank DiElsie, now with WELI, and T. Webster Hitchcock, with WTHT; prog. dir. & continuity writer—Richard Earlson, formerly with WELI and now ensign USMS; announcer & copywriter—William Humbert, 3 yrs

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Available locally on transcription—see C. MICHELSON, 67 W. 44 St., N.Y.C.

WSAP, one yr WOPI; announcers—Allan Britton, two yrs WMAN, and John Miller, two yrs WBAX, 1½ yrs WGBI; salesman—Peter B. Kenney. Legal counsel—Fisher & Wayland, Washington. Eng. counsel—Paul Godley, Upper Montclair, N. J. (P. O. 272 Main St.).

NEW-AM 1470 kc Silver City Crystal Co., Meriden, Conn.—CP new standard station 1 kw DA-DN unl. Applicant is radio electronic equipment mfgr. Stock: 5,000 sh common authorized, $10 par, 1,000 sh issued and outstanding. Total assets $98,425.65. Officers: C. A. Schultz, pres.; J. A. Iodice, v-p; W. A. Schultz, sec.-treas. Each is third-owner. Est. cost $20,800; existing capital same amount. Proposed programming per month to be 300 hrs (60%) commercial, 60% transcribed. Legal counsel—Dempsey & Koplovitz, Washington. Eng. counsel—Garo Ray, Stratford, Conn. (P. O. 468 Center St.).

NEW-AM 1060 kc Palladium Publishing Co., Benton Harbor, Mich.—CP new standard station 250 w D. Applicant publishes daily The News Palladium at Benton Harbor and is majority owner The Herald Press, St. Joseph, Mich. Stock: 600 sh common authorized, $100 par, all issued and outstanding. Total assets $311,272.68. Officers: Stanley R. Banyon, pres. and treas., 211 sh (35.2%); John Udell, v-p and asst. sec., 1.7%; Willard J. Banyon, sec. 34.2%. Others interested: Helen Klock, 24%; Retta and Annabelle Banyon, 3.3%; Russell M. Boothby, 1.7%. Est. cost $24,320; existing capital same amount. Proposed programming per month to be 60% commercial, 35% transcribed. Legal counsel—Frank D. Scott, Washington. Eng. counsel—Lohnes & Culver, Washington.

NEW-AM 1600 kc Burlington-Graham Broadcasting Co., Burlington, N. C.—CP new standard station 500 w N 1 kw D unl. Stock: 1,000 sh common and 500 sh preferred authorized, $100 par; 425 sh common subscribed, issued, outstanding and paid. Officers and stockholders: W. Bowman Sanders, pres., 50 sh (11.765%); Willie V. Coble, v-p, 50 sh; Byron S. Stack, sec.-treas., 50 sh; R. Homer Andrews, 25 sh, and Everette C. Qualls, Lawrence E. Neese, Cornelius C. Wright, Rufus T. Blanchard and A. Vance Beck each 50 sh. All are local businessmen. Proposed programming per month to be 45.5 hrs (40%) commercial. Est. cost $22,850; existing capital $42,500. Legal counsel-Dow, Lohnes & Albertson, Washington. Eng. counsel-John Barron, Washington (P. O. State Theater Bldg.).

NEW-AM 800 kc The Border Broadcasting Co., Dilion, S. C.—CP new standard station 1 kw D. Stock: 250 sh common authorized, $100 par; 50 sh issued and outstanding. Officers and stockholders: E. H. Brown, pres., 16 sh (32%); Lela C. Watson, v-p, 32%; L. B. Hyman, sec.-treas., 32%; P. T. Watson, 4%. Latter is owner-licensee WGTM. Brown and Hyman are local businessmen. Est. cost $22,248; existing capital $5,000, new capital $17,248. Proposed programming per month to be 108 hrs. (30%) commercial and 65% transcribed. Eng. counsel-McNary & Wrathall, Washington (P. O. 118 McArthur Ave.).

NEW-AM 1230 kc Arkansas-Oklahoma Broadcasting Corp., Fort Smith, Ark.—CP new standard station 250 w unl. Stock: 2,000 sh common authorized, $25 par; 400 sh issued and paid, 600 sh subscribed to be paid on grant. Officers and stockholders: Clyde B. Randall, pres., 150 sh (25%); A. B. Harper, v-p, 12.5%; R. A. Young Jr., sec-treas., 25%; W. J. Echols, 12.5%; McCloud Sicard, 25%. All are local businessmen. Est. cost $19,150; existing capital $25,000. Proposed programming per month to be 40% commercial and 40% transcribed. Legal counsel—Hayes & Hayes, Washington. Eng. counsel—Commercial Radio Equipment Co., Washington (P.O. Ward Hotel).

NEW-AM 1490 kc Southland Broadcasting Co., Laurel, Miss.—CP new standard station 250 w unl. Stock: 500 sh authorized, $100 par; 252 sh issued and outstanding. Officers and stockholders: Otis Ainsworth, pres., 25 sh (10%); F. H. Heide, v-p, 10%; Hugh Smith, sec-treas., 20%; Warner Beard Jr., 1%, and D. P. Granbury, William B. Carter, Grady Tant, C. H. Westphalen, R. H. Boteler and J. P. Johnston each 10%. Hugh Smith is gen. mgr. WJXN and is to be gen. mgr. proposed station. W. Beard Jr. is attorney and all others local businessmen. Est. cost $12,075; existing capital same amount. Proposed programming per month to be 245 hrs (50%) commercial and 30% transcribed. Legal counsel—Dempsey & Koplovitz, Washington. Eng. counsel—Haley & Hilligas, Atlanta. (P.O. c/o Warner Beard Jr., First National Bank Bldg.).

TRANSFER WHO Central Broadcasting Co., Des Moines—Transfer of control licensee corp. from B. J. Palmer, Mabel Palmer, Daniel Davis Palmer and William M. Brandon, trustees, to Daniel Davis Palmer, through shift of 4,596 sh (51.57%) outstanding common stock and revocation of trust agreement of June 1943 whereby station has been controlled by trusteeship. Revocation returns stock to individual holders, with Daniel Davis Palmer, vice-president and treasurer, majority owner. Shift occasioned by death of William M. Brandon, one of trustees. No money involved. Legal counsel—Frank D. Scott, Washington.

NEW-FM Old Dominion Broadcasting Corp., Lynchburg, Va.—CP new FM station on frequency to be assigned by FCC, 8,830 sq. mi. coverage, $41,600 est. cost. Applicant also has filed AM application for same location; reported by FCC Oct. 9. Stock: 1,000 sh common authorized, $100 par; 50 sh issued and outstanding, 750 sh subscribed. Officers and stockholders: D. H. Dillard, pres., 10 sh (20%); Robert H. Woods, v-p, 10%; C. S. Hoge, sec.-treas., 10%; Edwin S. Dillard, 20%; Powell G. Dillard, 20%; W. D. Pedigo, 10%; John L. Dillow, 10%. D. H. Dillard is controlling stockholder in Old Dominion Box Co., part owner of WLVA. With grant he will be responsible for sale by Old Dominion Box Co. of interest WLVA to comply with Sec. 3.35. Eng. counsel—John Barron,, Washington. Legal counsel—Fisher & Wayland, Washington (P.O. 2118 Woodland Ave.).

NEW-FM 99.9 mc KFAB Broadcasting Co., Lincoln, Neb.—CP new FM station. Channel 60, 19,000 sq. mi. coverage, est. cost $97,000. Applicant is licensee KFAB. Total assets $630,649.79. Eng. counsel—George C. Davis, Washington. Legal counsel—George S. Smith, Washington.

NEW-AM 1400 kc Gilbert H. Kaynor and Howard H. Kaynor d/b Kittitas Valley Broadcasting Station, Ellensburg, Wash.—CP new standard station 250 w unl. Applicant is co-partnership. Gilbert Kaynor formerly owned Ellensburg Daily Record. Howard Kaynor did radio and radar work in Army; formerly with U. S. Bureau Reclamation Survey. Est. cost $15,550. Existing capital $16,000. Proposed programming per month to be 40% commercial. Eng. counsel—Harold C. Singleton, Portland, Ore. Legal counsel—John C. Kendall and John W. Kendall, Portland, Ore. (P.O. Route No. 2).

NEW-AM 1400 kc C. E. Wilson and P. D. Jackson d b McAlester Broadcasting Co., McAlester, Okla.—CP new standard station 250 w unl. Applicant is copartnership. C. E. Wilson is attorney; P. D. Jackson, attorney and former sales supervisor U. S. Fidelity & Guaranty Insurance Co. Est. cost $14,170. Existing capital $12,500 new, $10,000 credit. Proposed programming per month to be 288 hrs (60%) commercial. Eng. counsel—D. B. McKee, New York (P.O. Aldridge Hotel).

OCTOBER 9
(Not previously reported)

NEW-AM 1400 kc Chatham Broadcasting Co., Savannah, Ga.—CP new standard station 250 w unl. Stock: 250 sh authorized, $100 par; 150 sh issued and outstanding. Officers and stockholders: L. J. Duncan, pres. and gen. mgr., 57 sh (38%); Leila A. Duncan, treas., 8%; Josephine K. Rawls, sec., 8%; Allen M. Woodall, v-p and sales mgr., 10%; Thomas S. Carr, v-p and station mgr., 36%. Latter is mgr. WGAA. First four are owners WDAK WRLD and minor stockholders WGAA, that interest totaling 48.3%. Est. cost $15,000; existing capital $21,000. Proposed programming per month to be 288 hrs (60%) commercial and 15% transcribed. Legal counsel-Spearman, Sykes & Roberson. Eng. counsel—Lohnes & Culver, Washington (P.O. 36 Bull-Savannah Hotel).

AMENDED Greater Huntington Radio Corp., Huntington, W. Va.—CP new standard station on 1450 kc, 250 w unl. amended re corporate structures of controlling companies. Stock: 1,000 sh common authorized, $100 par; 300 sh issued and outstanding. Officers: A. B. Hyman, pres.; S. J. Hyman, sec-treas.; J. R. Marcum, v-p. Third of stock is held each by Biggs-Long Realty Corp., Orpheum Operating Co., and State Operating Co., all subsidiaries owned by Greater Huntington Theater Corp. A. B., S. J., Ricca and Erma Hyman (brothers and sister) together own 40% latter firm. Officers of applicant are also principals in Greater Huntington Theater Corp. and its subsidiaries. Est. cost $16,250. Existing capital same amount. Proposed programming per month to be 33% commercial. Eng. counsel—Frank H. McIntosh, Washington. Legal counsel—M. M. Jansky, Philip G. Loucks, Washington.

NEW-AM 1490 kc I. K. Corkern, Bogalusa, La.—CP new standard station 250 w unl. Applicant electrical engineer and teacher for 10 yrs. Est. cost $9,025. Existing capital $24,719. Proposed programming per month to be 144 hrs (30%) commercial and 30% transcribed. Proposed staff: music director—Lt. J. N. Knight, USNR; women's feature editor —Edra Hays Green; assn't engineer-Sgt. C. W. Knight, for eight yrs Army radio technician. Eng. counsel—O. S. Droke, Shreveport, La. Legal counsel—Sam J. D'Amico, Baton Rouge, La. (P.O. c/o E. L. Corkern, Richmond St.).

NEW AM 1480 kc Wisconsin State Broadcasting Co., Madison, Wis.—CP new standard station, 1 kw unl. DA-DN. Stock: 500 sh common, no par authorized, 280 sh issued and outstanding. Officers and stockholders: W. J. McNeally, pres.; C. T. Hagman, v-p and treas., 70 sh (25%); W. T. Doar, Sec.; R. C. Baker, asst.-treas.; Minneapolis Tribune Co., 210 sh (75%). Tribune Co. owns 50% WTCN of which C. T. Hagman is v-p. Others hold offices in Tribune, Co. Est. cost $34,000. Existing capital $59,261.45. Proposed programming per month to be 50% commercial. Eng. counsel—W. C. Lent, Washington. Legal counsel—Segal, Smith & Hennessey. (P. O. c/o C. T. Hagman, Wesley Temple Bldg., Minneapolis).

NEW-FM Cur-Nam Co., Brockton, Mass.—CP new FM station with coverage of 142 sq. mi., $16,000 est. cost. Stock: 750 sh preferred, $100 par, and 100 sh common, no par; 500 sh preferred and 100 sh common subscribed to date. Officers and stockholders: Joseph F. Curran, pres., 98 sh common (98%) and 500 sh preferred (100%); Matthew J. Noonan, v-p and clerk, 1 sh common; Charles F. Curran, treas., 1 sh common. J. F. Curran is former executive of Gillette Safety Razor Co. Upon grant he will give 39 sh common stock to M. J. Noonan, to be gen. mgr. Est. cost, $16,000. Eng. counsel—Garo W. Ray, Bridgeport, Conn. (P. O., Room 1362, 10 Post Office Sq.).

NEW-FM New York Sun Broadcasting Co. Inc., New York—CP new FM station on 95.3 or 98.9 mc with coverage of 9,500 sq. mi. Applicant wholly owned subsidiary of New York Sun. Officers: Thomas W. Dewart, pres.; William T. Dewart, v-p; Edwin S. Friendly, sec.; George H. Bollwinkel, treas. Est. cost, $91,000. Proposed programming per month to be 119 hrs (50%) commercial and 30-50% transcribed. Eng. counsel—Ring & Clark, Washington. Legal counsel—Fisher & Wayland, Washington.

NEW-FM Roy L. Albertson, Buffalo, N. Y.—CP new FM station with coverage of 8,800 sq. mi. Applicant licensee WBNY. Est. cost $58,700. Programming per month to be 184 hrs. (38.3%) commercial. Eng. counsel—Raymond M. Wilmotte, Washington. Legal counsel—Andrew G. Haley, Washington.

AMENDED Old Dominion Broadcasting Corp., Lynchburg, Va.—CP new standard station, 1 kw unl. DA, amended re corporate structure (see FM application listing under Oct. 8). Est. cost, $47,850. Existing capital, same amount. Proposed programming per month to be 193 hrs. (39%) commercial and 22% transcribed. Eng. counsel—John Barron, Washington. Legal counsel—Fisher & Wayland, Washington.

NEW-AM 1270 kc Peoples Broadcasting Co., Lancaster, Pa.—CP new standard station, 1 kw D. Stock: 15,000 sh, $10 par; 500 sh issued and outstanding. Officers and stockholders: F. H. Altdoerffer, pres., 300 sh (70%); Barbara E. Altdoerffer, sec.-treas., 20%; Samuel M. Altdoerffer, 10%. F. H. Altdoerffer has been in electrical business for years. He operated 8AMG in Ambridge, Pa., in 1913 and is former amateur operator and Navy instructor (World War I). Est. cost, $64,350. Existing capital (new) same amount. Proposed programming per month to be 135 hrs (35%) commercial Eng. counsel—Lohnes & Culver, Washington. Legal counsel—Dow, Lohnes & Albertson, Washington. (P. O. c/o F. H. Altdoerffer, R. D. 3).

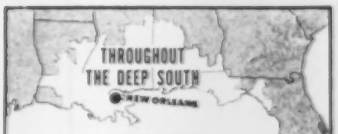
OCTOBER 10
(Not previously reported)

NEW-AM 670 kc United Broadcasting Co. Inc., Silver Spring, Md.—CP new standard station 1 kw, limited hrs. Stock: 1,000 sh common authorized, $100 par; 211 sh issued and outstanding. Officers and stockholders: Richard Eaton, pres., 309 sh (99%); Lee H. Robinson, treas., 1 sh; Glen E. Mahar, sec., 1 sh. Richard Eaton is publisher Newsdigest: L. H. Robinson local businessman; G. E. Mahar publisher Silver Spring Post. Est. cost $23,755. Existing capital same amount. Proposed programming per month to be 180 hrs (50%) commercial. Eng. counsel—Frank H. McIntosh, Washington. Legal counsel—Spearman, Sykes & Roberson, Washington (P.O. c/o Richard Eaton, 2900 Tilden St. N. W., Washington, D. C.).

NEW-FM Central Louisiana Broadcasting Corp., Alexandria, La.—CP new community FM station in 100 mc band, 1,260 sq. mi. coverage, $12,850 est. cost. Applicant has pending in hearing docket AM application for same location. Eng. counsel—John Barron, Washington. Legal counsel—Camden R. McAtee, Washington.

NEW-AM 1230 kc Bruce Bartley and

(*Continued on page 80*)



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PAGE 36

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FCC Actions

(Continued from page 79)

F. L. Pruitt d/b Bremerton Broadcast Co., Bremerton, Wash.—CP new standard station 250 w unl. Bruce Bartley, attorney, is 95% interest holder. F. L. Pruitt (5%) is Kitsap County commissioner and operates own merchandising, real estate and insurance firm. Est. cost $15,700. Existing capital $31,575. Proposed programming per month to be 208 hrs (38%) commercial and 50% transcribed. Eng. counsel—McNary & Wrathall Washington. Legal counsel—Andrew G. Haley and Philip M. Baker, Washington (P.O. 1130 Henry Bldg., Seattle).

OCTOBER 12

AMENDED WAAW Bremer Broadcasting Corp., Newark, N. J.—Mod. CP authorizing new FM station to move trans. and studio and extension of time, amended to change type trans. and change coverage from 6,200 sq. mi. to 10,000 sq. mi. and change ant. sytem.

AMENDED Hawley Broadcasting Co., Reading, Pa.—CP new FM station on 46.5 mc with coverage of 4,275 sq. mi., amended to change frequency to be selected in 100 mc band, change type trans. and ant. system.

GUS ZAHARIS, South Charleston, W. Va.—Mod. CP for W8XGZ for extension completion date and change in trans. site.

AMENDED Courier Broadcasting Service Inc., Birmingham, Ala.—CP new standard station on 1250 kc, 250 w D, amended to change frequency to 900 kc, power to 1 kw, change type trans., changes in ant. and change trans. and studio sites.

AMENDED Gulf Broadcasting Co. Inc., Mobile Ala.—CP new standard station on 1490 kc, 250 w unl., amended to change frequency to 1340 kc and for changes in trans. equip.

NEW-AM 1410 kc Frank Mitchell Farris Jr., Nashville, Tenn.—CP new standard station, 1 kw unl. DA-DN. Applicant is owner WLAY. Est. cost $51,886. Existing capital $60,000. Proposed programming per month to be 306 hrs (60%) commercial. Eng. counsel—Commercial Radio Equipment Co., Washington. Legal counsel—Pierson & Ball, Washington (P.O. Third National Bank Bldg.).

AMENDED Clyde H. Smith, C. O. Baldwin, Hoyt Houck and Walter G. Russell d/b Lubbock Broadcasting Co., Lubbock, Tex.—CP new standard station on 960 kc, 1 kw D, amended to change name of applicant to Lubbock Broadcasting Co. and make changes in trans. equip. and ant.

AMENDED Frank R. Gibson, Lake Charles, La.—CP new standard station on 1390 kc, 1 kw D. unl. DA-DN amended to change frequency to 1580 kc, make change in DA and change trans. site.

AMENDED Fred Jones and Mary Eddy Jones d/b Fred Jones Broadcasting Co., Tulsa, Okla.—CP new standard station on 1030 kc, 50 kw unl. DA-N, amended re changes in trans. equip.

KNOW Frontier Broadcasting Co. Inc., Austin, Tex.—CP change 1490 kc to 860 kc, increase 250 w DN to 5 kw D 1 kw N, install new trans. DA-N and change trans. site.

AMENDED Commodore Broadcasting Inc., Springfield, Ill.—CP new standard station on 1550 kc, 250 w unl., amended to change name of applicant to Radio Springfield Inc.

AMENDED Telegraph Herald, Dubuque, Ia.—CP new FM station on 46.5 mc with coverage of 8,060 sq. mi., amended to change frequency to 99.5 mc, coverage to 22,316 sq. mi., change type trans. and change trans. site.

FARNSWORTH Television & Radio Corp., Fort Wayne, Ind.—CP to reinstate CP authorizing new exp. TV station W9XFT.

AMENDED Nevada Broadcasting Co., Las Vegas, Nev.—CP new FM station on 49.5 mc with coverage of 560 sq. mi., amended to change name of applicant to Maxwell Kelch and Laura Belle Kelch d/b Nevada Broadcasting Co., and make change in ant. system.

AMENDED Warner Bros. Broadcasting Corp., Hollywood, Cal.—CP new FM station on 44.9 mc with coverage of 3,118 sq. mi., amended to change frequency to 100.5 mc, coverage to 3,995 sq. mi., change type trans. and changes in ant. system.

WDNC Durham Radio Corp., Durham, N. C.—Petition filed for reinstatement of application for CP install new trans., install DA-DN, change 1490 kc to 620 kc, increase 250 w to 1 kw N 5 kw D and change trans. site.

KFSD Airfan Radio Corp. Ltd., San Diego, Cal.—Petition filed for reinstatement of application for CP install new trans., new ant., increase 1 kw to 5 kw and change trans. site (600 kc).

DISMISSED West Virginia Radio Corp., Morgantown, W. Va.—Dismissed at request of applicant application for CP new FM station on 43.3 mc with coverage of 33,244 sq. mi. and two satellite stations.

DISMISSED WRLB The Columbus Broadcasting Co., Columbus, Ga.—Dismissed at request of attorney application for CP install synchronous amplifier near Ft. Benning, Ga.

DISMISSED Knoxville Broadcasting Co. Inc., Knoxville, Tenn.—Dismissed at request of applicant application for CP new standard station on 1450 kc, 250 w unl.

DISMISSED WRAL Capitol Broadcasting Co. Inc., Raleigh, N. C.—Dismissed at request of attorney application for CP change 1240 kc to 1230 kc.

DISMISSED The Columbus Broadcasting Co., Columbus, Ga.—Dismissed at request of attorney application for CP new FM station on 43.7 mc with coverage of 20,729 sq. mi.

Dismissed Ned Shepler, Lawton, Okla.—Dismissed at request of attorney application for CP new FM station on 48.9 mc with coverage of 4,500 sq. mi.

DISMISSED Northwest Broadcasting Co., Minneapolis—Dismissed at request of attorney application for CP new standard station on 580 kc, 1 kw U unl. DA-DN.

DISMISSED Santa Catalina Island Co., Avalon, Cal.—Dismissed at request of applicant application for CP new FM station on 43.7 mc with coverage of 34,500 sq. mi.

NEW-FM 46.3 mc Joplin Broadcasting Co., Joplin, Mo.—CP new FM station with coverage of 6,100 sq. mi. Applicant licensee WMBH. Est. cost, $14,850. Eng. counsel—John H. Barron, Washington. Legal counsel—Frank Stollenwerck, Washington (P. O. 6th & Main Sts.).

NEW-FM Paul F. McRoy, John H. Searing, Ann E. Searing d/b Southern Illinois Broadcasting Co., Carbondale, Ill.—CP new FM station with coverage of 6,506 sq. mi. Each holds third interest. Paul F. McRoy is physics and radio instructor. Others hold local business interests. Est. cost, $24,500. Call requested is WCIL. Programming to be 60% commercial (P. O. 211 W. Main).

AMENDED-J. A. Clements and T. C. Dodd d/b Bay City Broadcasting Co. Ltd., Bay City, Tex.—CP new standard station on 1110 kc, 1 kw unl., amended to add name of John George Long and omit Ltd. from trade name. J. A. Clements, managing partner, is manager KPAC. T. C. Dodd, in construction business, financing partner with 2/3 interest. Est. cost, $30,591.50. Existing capital, $18,091.50; credit, $12,500. Proposed programming per month to be 432 hrs (60%) commercial and 40% transcribed. Eng. counsel—W. J. Godsey, Beaumont, Tex. Legal counsel—Schone, Freehill, Kramer & Fanelli, Washington.

OCTOBER 15

Harvey Radio Labs. Inc., Cambridge, Mass.—Mod. CP for new developmental station W1XHR for extension completion date.

Metropolitan Television Inc., New York—License to cover CP for new exp. TV station W2XMT.

AMENDED Gus Zaharis and Penelope Zaharis d/b Chemical City Broadcasting Co., Charleston, W. Va.—CP new standard station on 1240 kc, 250 w unl. amended re change in trans. equip.

AMENDED Atlantic Coast Broadcasting Co., Charleston, S. C.—CP new FM station on 47.7 mc with coverage of 6,400 sq. mi., amended to omit specific freq. request and specify type trans.

AMENDED KRLD Radio Corp., Dallas, Tex.—CP new FM station on 45.7 mc with coverage of 20,000 sq. mi., amended to change trans. site and make changes in ant.

AMENDED KVAN Vancouver Radio Corp., Vancouver, Wash.—CP change 910 kc to 930 kc, power and operation from 500 w D to 500 w unl., install DA-DN and change trans. site, amended to change requested power to 1 kw, change type trans., changes in DA for DN use and change trans. site.

FOLLOWING stations have filed application for license renewal: WHBF (and aux.) WJAS WJHP WLEU. Renewal applications were filed at same time for 146 relay stations.

OCTOBER 16

Matheson Radio Co. Inc., Framingham, Mass.—License to cover CP for new developmental station W1XMR.

AMENDED The Evening Star Broadcasting Co., Washington—CP new commercial TV station on Channel 6 (82-88 mc) and ESR 1,370, amended to change frequency to Channel 4 (66-72 mc).

WSAN Lehigh Valley Broadcasting Co., Allentown, Pa.—CP increase 500 w to 5 kw, install new trans. and DA-N (1470 kc).

AMENDED Marietta Broadcasting Co., Marietta, O.—CP new standard station on 1490 kc, 250 w unl., amended re change type trans., change trans. site.

WEGP Berks Broadcasting Co., area of Reading, Pa.—Mod. license change name licensee to Reading Broadcasting Co. Also filed application for license renewal.

WEHZ Reading Broadcasting Co., area of Reading, Pa.—Mod. license change name licensee to Berks Broadcasting Co. Also filed application for license renewal.

DISMISSED Jackson Broadcasting Co., Jackson, Miss.—Dismissed at request of attorney application for CP new standard station on 620 kc, 1 kw unl. DA-N.

OCTOBER 17

AMENDED WEAF-FM National Broadcasting Co. Inc., New York—CP change 45.1 mc to Channel 35, 94.9 mc, amended to change requested frequency to Channel 55, 98.9 mc.

AMENDED J. O. Emmerich, Bogalusa, La.—CP new standard station on 1490 kc, 250 w unl., amended re change type trans.

AMENDED WGTM Penn Thomas Watson, Wilson, N. C.—CP change 1340 kc to 590 kc, increase 250 w to 5 kw, install new trans. and DA-DN, and change trans. site. amended re change type trans. and changes in DA.

AMENDED WHB WHB Broadcasting Co., Kansas City—CP install new trans., DA-DN, move trans. from North Kansas City to Hickman Mills, Mo., change 880 kc to 710 kc, increase 1 kw to 5 kw and hours operation from D. to unl., amended to change trans. site.

AMENDED Air Capital Broadcasting Co. Inc., Wichita, Kan.—CP new standard station on 1490 kc, 250 w unl., amended re change type trans.

AMENDED KOVO KOVO Broadcasting Co., Provo, Utah—CP change 1240 kc to 960 kc, increase 250 w to 1 kw, install new trans. and DA-N and change trans. site, amended re changes in proposed DA-N.

Amended KTBI Tacoma Broadcasters Inc., Tacoma, Wash.—CP change 1490 kc to 870 kc, change hours operation from unl. to limited, amended re change in ant. system, change 250 w to 1 kw, change type trans. and change trans. site.

Amended Tennessee Radio Corp., Nashville—Petition filed to reinstate application for CP new standard station.

KQW Pacific Agricultural Foundation Ltd., San Jose, Cal.—Petition filed to reinstate application for CP change 5 kw to 50 kw, install new trans. and make changes in DA-DN.

FOLLOWING standard stations have filed applications for license renewal: WOL (and aux.) WSPR WNAC (and aux.) WNBF WXYZ WFIN WADC KXYZ (and aux.) WTOC WPDQ WDOD WHBL WIBA KWBW KGLO KATE KRBM KGB KHSL KID KDYL. Applications also were filed for license renewal of 14 relay stations.

DISMISSED Filene's Television Inc. Boston—Dismissed at request of attorney application for CP new FM station on 43.1 mc, 21,709 sq. mi. coverage. Likewise application for new commercial TV station on Channel 9 (192-198 mc) with ESR 3,160.

DISMISSED Central Ohio Broadcasting Co., Columbus, O.—Dismissed at request of attorney application for CP new FM station on 43.1 mc, 21,000 sq. mi. coverage. Likewise application for new commercial TV station on Channel 8 (186-192 mc) with ESR 160.

DISMISSED Cincinnati Broadcasting Co., Cincinnati—Dismissed at request of attorney application for new FM station on 43.7 mc, 19,100 sq. mi. coverage. Likewise application for new commercial TV station on Channel 9 (192-198 mc) with ESR 3,900.

RETURNED Allen B. DuMont Labs. Inc., Boston—Returned at request of attorney application for CP new commercial TV station on Channel 4 (78-84 mc) with ESR not specified.

GROUP WITHDRAWS FM, TV PETITIONS

UPON withdrawal of its applications for FM and commercial television facilities in Cincinnati, Columbus and Boston, Federated Department Store group stated such action is taken because of present uncertainties in those fields. Federated will continue experimentation in the upper frequencies at Metropolitan Television Inc. (W2XMT) New York.

The Federated statement to BROADCASTING said that principal interest of the group is in television, and in view of the scarcity of channels below 300 mc and inconclusiveness concerning the band above 400 mc, it was determined "to defer decisions in both the FM and television fields until the questions are somewhat clarified and resolved."

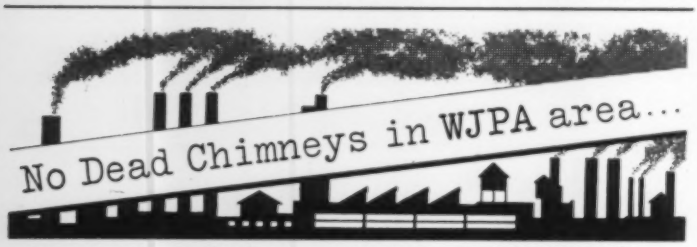
Barnam and Flynn Join Associated Eastern Sales

LATEST additions to the Associated Broadcasting Corp., Grand Rapids, Mich., are Harry W. Barnam and Jack Flynn. Both men will work in Associated's Eastern Division sales office.

Mr. Barnam was formerly connected with Spot Sales, New York, and Mr. Flynn was a staff member of American Broadcasting Co., prior to entering the Army. He was discharged as a lieutenant.

Raytheon Stock

A BLOCK of 27,800 shares of Raytheon Manufacturing Co. common stock at 18⅜, less a dealer concession of 40 cents a share, was oversubscribed when it was offered for secondary distribution Oct. 16 by Blyth & Co. Inc., New York brokers. Stock was received by Blyth for sale, and was offered for secondary distribution rather than on the curb since such a large amount could not be absorbed.



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THE FRIENDLY GROUP

Spingarn Chosen To Aid FM Probe

POSSIBILITIES of a Senate investigation of FCC allocations for FM [BROADCASTING, Oct. 15], took a new turn last week with the appointment of a former Commission attorney, now on military leave, as special investigator for the Special Committee to Study & Survey Problems of Small Business Enterprises.

Lt. (j.g.) Jerome H. Spingarn, USNR, who was granted a leave by the FCC in early 1943 to enter the Navy, has been loaned by the Navy Dept. to the Senate Committee to handle complaints that the FM allocations favor monopolies and that no provision was made to reserve channels for men now in the service.

A former member of the controversial War Problems Section of FCC Law Dept., Lt. Spingarn's name was mentioned prominently two years ago during hearings by the House Select Committee to Investigate the FCC. Mr. Spingarn and his chief, Nathan David, former head of the War Problems Section, were severely criticized by the Committee for alleged activities in the now-famous foreign-language cases wherin it was charged that several Italian-language commentators were forced off the air through efforts of personnel of the War Problems Section of OWI. The War Problems Section later was abolished.

Lt. Spingarn recently returned from long service in the Pacific on Adm. William F. Halsey's Third Fleet staff. He has been assigned to the Bureau of Research, Navy Ordnance, Washington. He was loaned to the Senate group by the Navy at the request of Sen. Glen H. Taylor (D-Ida.), who laid complaints about the FM allocations before the Committee.

CBBM Technical Group, BMB Committee Meet

TECHNICAL advisory group of the Canadian Bureau of Broadcast Measurement will meet with the Technical Research Committee of Broadcast Measurement Bureau today as part of the latter group's regular meeting [BROADCASTING, Oct. 15]. BBM group includes Horace N. Stovin, BBM director; H. F. Chevrier of Canadian Broadcasting Co., and Walter Elliott, research counsel, Elliott-Haynes Co.

A. N. Halverstadt, Procter & Gamble, chairman of the Technical Research Committee, is slated to announce three subcommittees, responsible for recommendations on tabulating procedures, reporting procedures and statistical bases, respectively. Monday session will be the first meeting for the new members of the committee: H. M. Beville Jr., NBC director research, and Charles Pooler, in the same position at Benton & Bowles.

WLW Reassigns Executives in Effort To Strengthen Its Handling of News

REALIGNMENT of WLW Cincinnati executives, designed to strengthen the news staff, was announced last Tuesday by James D. Shouse, vice-president of The Crosley Corp., in charge of broadcasting, and Robert E. Dunville, WLW general manager and a Crosley vice-president.

Howard Chamberlain, program director for the past two and a half years, takes over the new post of director of news. Eldon Park, assistant general manager since July 1944, becomes program director. Walter Callahan, with the Crosley broadcasting division since 1938, becomes assistant to Mr. Shouse and Mr. Dunville. Gilbert Kingsbury, editor-in-chief of the WLW newsroom since July 1944, becomes head of WLW's Washington News Bureau.

In a joint statement Mr. Shouse and Mr. Dunville said the war had built up a public dependence upon broadcasting for both straight news and independent and sound commentary and analysis and that with the end of the war "an even greater degree" of dependence results.

"Our expansion in the field of news is expected to be appreciable," they said. "We feel with the years to come that the responsibility of the broadcaster in this important part of our programming will become greater rather than lesser, and the importance being attributed to the news picture is reflected in this realignment."

'FIBBER' LEADS FIRST 15 IN HOOPER POLLS

C. E. HOOPER Inc., Oct. 17 report reveals that *Fibber McGee and Molly* leads the list of first 15 evening network Hooperratings. Bob Hope is second and *Charlie McCarthy* third. *Spotlight Bands* has the highest listeners per set with 3.01, *Take It or Leave It* has the highest sponsor identification index with 81.5. *Saturday Night Serenade* had the largest number of women listeners per listening set with 1.65. Boxing bout had the largest number of men listeners per set with 1.14 and *Lone Ranger* had the most children listeners per listening set with 0.99.

Average evening audience, according to the report, is 8.9, up 1.0 from the last report and up 0.5 from a year ago. Average evening sets in use reported are 28.5, which is 2.3 more than the last report and 0.8 more than a year ago.

First 15 programs and ratings reported are as follows: *Fibber McGee and Molly*, 28.9; Bob Hope, 26.5; *Charlie McCarthy*, 22.9; *Radio Theater*, 21.8; Fred Allen, 21.2; Jack Benny, 21.2; *Screen Guild Players*, 19.6; Walter Winchell, 19.6; *Mr. District Attorney*, 18.5; *Abbott and Costello*, 18.1; *Take It or Leave It*, 17.5; *Amos 'n' Andy*, 17.0; Joan Davis with Andy Russell, 16.8; *Music Hall*, 15.9; Jack Haley, 15.6; Eddie Cantor, 15.6.

* * *

PROGRAMS from America are far in the lead in the October national evening ratings report issued by Elliott-Haynes, Ltd., Toronto and Montreal, for Canadian evening listening time. Most popular is *Radio Theatre* with a rating of 31.8, an increase in the month of 9.2 points. Sets in use also jumped 9 points to 44.1. Second program is *Charlie McCarthy and Edgar Bergen* with a rating of 31, followed by *Fibber McGee & Molly*, and Bob Hope.

SNYDER LAUDS AAAA FOR INVALUABLE AID

APPROXIMATELY 1200 members of the American Assn. of Adv. Agencies and guests attended the dinner last Wednesday at the Waldorf-Astoria, New York, climaxing the annual eastern conference. John W. Snyder, Director of War Mobilization and Reconversion, addressed the group.

Mr. Snyder expressed the gratitude of the government to the War Adv. Council for its "invaluable aid." He also revealed that President Truman has directed his office to set up a unit to work with the Advertising Council to co-ordinate those programs which the council will conduct on behalf of the government.

Mitchell to Chicago

HARRY MITCHELL, vice-president in charge of J. Walter Thompson's Detroit office, will return to the Chicago office to take over the Seven-Up account when the agency moves its Ford account to New York, it was learned last week. While this move may not be effected for several months, it is in line with a program agreed upon last January. The Detroit office will continue to handle other Thompson accounts, but all production on Ford advertising will be done in New York, the spokesman said.

Scharfeld Receives Army Discharge

CAPT. ARTHUR W. SCHARFELD, Washington radio attorney, last Wednesday received his discharge on points from active Army service after 21 months overseas. He is now on terminal leave.

Capt. Scharfeld

Mr. Scharfeld volunteered in June 1943, taking leave from the Washington law firm of Loucks & Scharfeld. He was assigned to service with the Military Government Branch and after seven months was assigned to duty in the European theater. His last assignment was in Munich.

Mr. Scharfeld was awarded the Bronze Star and holds three combat stars.

Chicago Stations Beset By New Labor Problems

NEW LABOR troubles faced Chicago radio management last week.

Representatives of Local 1220, Radio Broadcast Technicians, a chapter of International Brotherhood of Electrical Workers (AFL), demanded of stations in the B Group (WIND WJJD WCFL WAIT WAAF WHFC WGES WSBC) that a union member be employed at both transmitter and studios as supervisor.

Station managers generally agreed that no such action was required under terms of contract reached last January, which went into effect Sept. 1.

'Club' Plans Tour

AMERICAN Broadcasting Corp.'s *Breakfast Club* starts tour from Chicago late this month to stimulate war fund drive. Program will be broadcast from American outlets in Detroit Oct. 29; Indianapolis Oct. 30; Chicago Oct. 31; Omaha Nov. 1 to participate in formal ceremonies marking KOIL's joining American.

Something you learn from experience on

WNAB

BASIC-AMERICAN IN

BRIDGEPORT, CONN.

Concentrated Audience in the Nation's 59th Market

It's as simple as A-B-C. When you add the basic elements of *sound local programming* to a basic-network schedule in America's 59th largest metropolitan market with its almost $100,000,000 in annual retail sales, the result is *results*.

AVAILABLE IN COMBINATION WITH WATR, WATERBURY

REPRESENTED BY RAMBEAU

LEWIS-HOWE TAKES OVER 'DRUMMOND'

LEWIS-HOWE Co., St. Louis, today assumes sponsorship of *Bulldog Drummond* for Nature's Remedy, on Mutual, Mondays, 8-8:30 p.m. Advertiser's desire for a full network cannot immediately be met as program is currently being broadcast commercially on WOR New York, WGN Chicago and the Don Lee Broadcasting System in the West. Borden Co., New York, is retaining sponsorship on WOR for Reids Ice Cream, placed by Young & Rubicam, and it is expected that Lewis-Howe will take another program on that station to advertise Nature's Remedy in New York.

Chicago sponsor, Peter Hand Brewing Co., and the Pacific Coast sponsor, Raymond Labs, St. Paul, for Rayve Shampoo, will continue their sponsorship until the first week in January, after which the program will go on those outlets for Nature's Remedy.

It is understood that the switch has caused considerable controversy, particularly in the case of Raymond Labs, which had a 52-week contract on Don Lee that is upset by the sale of the program to Lewis-Howe. Situation is further complicated by the fact that Roche, Williams & Cleary is agency for Tums, a Lewis-Howe product, as well as for Rayve. Mitchell-Faust Adv. Co., Chicago, handles the Peter Hand account.

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FCC Designates Hearings In WRAW, WNLC Cases

HEARINGS were designated by FCC last week on two applications —the transfer of control of WRAW Reading, Pa., and request of WNLC New London, Conn., to install synchronous amplifier at Norwich, Conn.

In the WRAW case, consent is sought for voluntary transfer of control of Reading Broadcasting Co., station licensee, from Raymond A. Gaul and Harold O. Landis to WGAL Inc. (WGAL Lancaster) and Keystone Broadcasting Corp. (WKBO Harrisburg), interests headed by Col. J. Hale Steinman and John F. Steinman [BROADCASTING, July 16].

Transferee principals already own three-sevenths of WRAW. Remaining four-sevenths is acquired for $100,000.

WNLC satellite in Norwich, Conn., would synchronize with parent station on 1450 kc with power of 250 w. Thames Broadcasting Co., WNLC licensee, is constructing studios and business offices in Norwich [BROADCASTING, July 9].

NBC PLANS $100,000 CHICAGO EXPANSION

PLANS for a $100,000 modernization program on NBC's Central Division studios in the Merchandise Mart, Chicago, delayed since 1941 because of war priorities, will get under way almost immediately, it was announced last week by Harry C. Kopf, NBC vice-president and Central Division manager.

Belmont Expands

ALTERATIONS of a one-story plant purchased for postwar expassion by Belmont Radio Corp., Chicago, are now underway. Plant is located on 7½-acre tract on Skokie Highway in Gurnee, near Waukeegan, Ill.

Duopoly Case Deferred

HEARING on renewal of licenses of KHQ and KGA Spokane, Wash., involving duopoly proceedings, was continued to Nov. 21, upon action of FCC Commissioner Durr Thursday. The hearing had been set for Oct. 22.

WHFM Upstairs

WHFM Rochester, N. Y., FM station owned and operated by Stromberg-Carlson Co., Oct. 15 became one of the first stations in the nation to use higher band FM frequencies assigned in September by FCC. Formerly on 45.1 mc, station now broadcasts on 98.9 mc. Frederick C. Young, vice-president in charge of engineering and research for Stromberg-Carlson, said that new service will simplify testing problems and speed development and production of Stromberg-Carlson home receivers designed for new FM band.

10-YEAR CONTRACT SIGNED FOR 'QUEEN'

ONE OF THE longest contracts for a daytime show has just been signed by Miles Labs., Elkhart, Ind. (Alka Seltzer), effective Nov. 1 and Procter & Gamble, Cincinnati (Duz), effective Dec. 31 for sponsorship of *Queen for a Day*, 2:30-3 p.m. on the full Mutual network for ten years. Companies will each sponsor 15 minutes of half-hour show, alternating sponsorship of first and second quarter-hour each day.

Wade Adv., Chicago, handles the Alka-Seltzer account and Compton Adv., New York, the Duz account.

Leberman Out of Navy; Returns to Direct WGYN

CAPT. PALMER K. LEBERMAN, released from the Navy where he was in charge of the Equipment Branch, Bureau of Ships Electronics Division, last Monday rejoined Muzak Radio Broadcasting Stations (FM Station WGYN New York) as director. He is also president and principal owner of KRSC Seattle, and applicant for a television station license filed in May.

Mr. Leberman

He resigned from the station in 1942 when he was commissioned lieutenant commander. The Secretary of the Navy presented him with an official commendation in March of this year for his efficiency in providing the Navy with radar, radio and other electronic devices [BROADCASTING, March 12]. He recently returned from the Pacific on special assignment.

W.U. Signs for FM

WESTERN UNION Telegraph Co., New York, last week signed a licensing contract to run until 1956 with Major Edwin H. Armstrong, owner of FM inventions, to make use of FM inventions in the development of a telegraph radio relay system. No details regarding terms of agreement will be available before today, the company said.

Bill Exempts FCC From Reorganizing

COMPLETELY REWRITING the McCarran Reorganization Bill (S-1120), the Senate Judiciary Committee last week reported out a measure that will, if passed, exempt the FCC and 12 other agencies from reorganization and give Congress tighter control over the Presidential powers.

Agencies exempt by the committee include, besides FCC: General Accounting Office, Interstate Commerce Commission, Federal Deposit Insurance Corp., Federal Land Bank System, National Mediation Board, Securities & Exchange Commission, Tariff Commission, Federal Power Commission, Federal Trade Commission, National Railroad Adjustment Board, Railroad Retirement Board and the District of Columbia.

An amendment by Sen. McCarran (D-Nev.), the bill's author, would provide that either House of Congress could pass a resolution referring back to the President any reorganization plan. The measure provides that any reorganization plan submitted to the Congress by the President shall become effective 60 days thereafter unless either of the two Houses passes a concurrent resolution to the contrary.

Vick Quiz

VICK CHEMICAL Co., New York, is testing a new kind of quiz program, *Break the Bank*, on two Mutual stations, WOR New York and WGN Chicago, with rest of network getting show sustaining. Assumption is that if test is successful, Vick will extend sponsorship to cross-country network proportions. Series starts off with $1,000 in the bank, contestants choosing a category and receiving from $5 to $500 for correct question. Bud Collyer will be master of ceremonies. Series is broadcast Saturdays, 9:30-10 p.m. for Vicks Vapo Rub and Va-tro-nol. Morse International, New York, is the agency.

Lalley Resigns

T. L. LALLEY has resigned as sales promotion manager of American. His future plans have not been announced.

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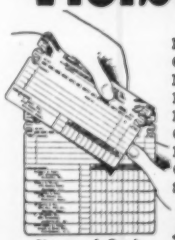
25 Card-Sheets Show FACTS on 500 Cards



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BELL'S INTERESTS ARE SOLD TO TISON

SALE by J. C. Bell, president and general manager of WBRC Birmingham, of his 44.444% interest in Birmingham Broadcasting Co. to W. Walter Tison, general manager of WFLA Tampa, was announced last week. Consideration was not given.

Mr. Tison

Immediately after the transaction Birmingham Broadcasting Co. elected the following new officers: Mr. Tison, president; Mrs. Eloise H. Hanna, majority stockholder, vice-president and treasurer; Howell C. Cobb, auditor, secretary. Mr. Tison also becomes general manager of WBRC.

Active in radio since the first World War, when he served as an operator in the Navy, Mr. Tison was instrumental in founding WSB Atlanta in March 1922. He is a former NAB district director.

Mr. Bell, whose plans were not announced, also is a former NAB district director.

P&G Promotes Ralston To Nighttime Show Head

GILBERT A. RALSTON, radio section manager of Procter & Gamble Co., Cincinnati, since 1943, last week was appointed director of radio in charge of nighttime programs, William M. Ramsey, P&G radio director, announced. Mr. Ramsey continues as head of radio and will be responsible for daytime programs. He will represent the company in broad matters of policy.

Mr. Ralston entered the legitimate theater in 1933 and for four years served as stage manager, actor and director. In 1937 he joined NBC New York as a writer and a year later moved into production and directing. In 1940 he became program supervisor for Compton Adv., New York, and later became head of daytime radio for the agency. He also opened the Compton West Coast office, remaining with the agency until he joined P&G under Mr. Ramsey.

Benton Would Continue Shortwave Broadcasting

CONTINUATION of U. S. international shortwave programs was urged by Assistant Secretary of State William Benton before the House Foreign Affairs Committee last week in hearings on HR-4368, introduced by Rep. Sol Bloom (D.-N.Y.), Committee chairman, to extend and broaden the existing program of American cultural and foreign relations.

At the same time the State Dept. announced appointment of Ralph McGill, editor of the *Atlanta Constitution*, and Col. John Hay (Jock) Whitney as special advisers and consultants to Mr. Benton and Ferdinand Kuhn, director, Interim International Information Service, which absorbed foreign information jobs of OWI and OIAA. Mr. McGill will advise on wire services and the press and Col. Whitney on motion pictures.

ADELL TO MANAGE BLAIR CO. IN DETROIT

CHARLES M. ADELL, formerly manager of the Detroit office of Weed & Co., station representative, has joined John Blair & Co., station representative, as manager of the firm's Detroit office, to be reopened Nov. 5 in the Book Bldg.

Florida Assn. Meets

FLORIDA Assn. of Broadcasters was to meet Oct. 20-21 at Colonial Orange Court, Orlando, with James M. LeGate, WIOD Miami, association president, as presiding officer. List of speakers included J. Leonard Reinsch, managing dir., Cox stations; Helen Cornelius, NAB; Harold Colee, Florida C. of C.

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Help Wanted

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Continuity writer-experience. Good position with 1,000 watt midwest regional network station for copy writer who can produce salable commercial announcements. Good salary based on experience. Send sample scripts with first letter. Box 232, BROADCASTING.

Wanted—Commercial manager 250 watt station in excellent market with dual coast to coast network affiliation. Salary plus bonus. Box 249, BROADCASTING.

Wanted—First class radiotelephone operator for station going 5 kw soon. Some experience desirable, send references and qualifications in first letter. This is not a temporary position. Box 287, BROADCASTING.

Wanted--salesman. Outstanding station in middlewest seeks commission salesman of proved ability and integrity. Right man can earn $10,000-$12,000 a year. Send complete details first letter, in confidence, to Box 288, BROADCASTING.

Wanted—A woman (preferably) who through experience can handle commercial traffic and availabilities for large middlewestern station. Amiable surroundings in city noted for living at its best. Station has national reputation for its clean commercial policies. Send your complete background to Box 317, BROADCASTING.

Eastern territory for selling radio's top western and other syndicated transcribed libraries—nationally promoted and long established with station, agencies and advertisers. Salary, commission and necessary expenses. Complete details of your qualifications will be kept in strictest confidence. Write Box 318, BROADCASTING.

Hammond organist—NBC affiliate in south has opening for staff musician. Prefer person with ability in announcing or copywriting since this would provide full time employment. Box 319, BROADCASTING.

Topnotch announcer to act as chief and assist in program directing. Permanent position $50.00 starting. Station in northern New York. Send references and experience in first letter. Box 321, BROADCASTING.

Chief engineer for progressive local station in east. Network affiliated and FM pending. State all first letter experience, education, salary desired. Want man for regular shift and maintenance. This is good spot for an ambitious person not afraid of work with top pay. Box 326, BROADCASTING.

Copywriter—Excellent opportunity for top flight radio copywriter (man or woman) with long established, western New York advertising agency handling large volume of national and local business. Must be able to deliver strong selling copy for versatile list of intelligent radio advertisers. Permanent, above-average position with ideal working conditions. Please send full details of experience, including sample copy to Box 330, BROADCASTING.

Wanted—Experienced radio bookkeeper. Preferably one now residing in or near California. Must have first class character and references. Give full details in first letter. Excellent opportunity with good salary. Write Mr. Paul L. Dodd, c/o KFMB, San Diego, Calif.

Wanted—Two first class transmitter operators by new 250 watter in western Penna. State salary requirements and previous experience. Expansion program planned. WDAD, Indiana, Penna.

First class engineer for NBC affiliate, FM application on file. Must qualify at control and transmitter operation. Salary commensurate with experience. Thomas Phillips, Chief Engineer, Station WERC, Erie, Penna.

Help Wanted (Cont'd)

Engineer first. Give history. Texas station. Box 335, BROADCASTING.

Chief engineer—Available Jan. for news local New England station. Make first letter complete. Confidences respected. Box 337, BROADCASTING.

Manager—By new 250 watter in New England's most attractive small city. Give experience, background, desires, full information first letter. Box 336, BROADCASTING.

Wanted—Combination chief engineer-announcer for 250 watt station, member of growing Texas chain. Short hours, pleasant work. Ideal living conditions, college town. Box 338, BROADCASTING.

Announcers—If you'd like to start at $85.00 per week with great possibilities to earn over $100.00 per . . . quickly, we want you, but you must prove your worth. You must have at least three years' experience with all types of record shows. No drifters. No specialty men. We have good jobs for good men. If you can handle it, send along a disc and picture to one of the nation's topnotch aggressive stations, care of Box 340, BROADCASTING.

Announcer—Have opening for one experienced, dependable man. All details first letter. Box 339, BROADCASTING.

Announcer wanted. Texas station. Tell all. Box 334, BROADCASTING.

Wanted—Station manager for new western Pennsylvania station. Married man preferred. Must know radio business. Box 349, BROADCASTING.

Situations Wanted

Engineer-producer—Five years in broadcasting including 1½ years government broadcasting service overseas add up to most rounded experience from highly technical operation to topflight dramatic production tasks. First class phone license, married, top references. Want connection with forward looking broadcasting organization. Box 233. BROADCASTING.

Salesman—Twenty-five years old, unmarried, excellent educational, social and business background, experience gained at network affiliates, seeks permanent position with opportunity for advancement. Box 258, BROADCASTING.

Does your job require varied experience? Commercials and program writing, production, timebuying programming background. Seven years experience in N. Y. and Hollywood ad agencies and network. Personable. Good on contacts and organization. Ideal account executive or program manager. Consider south and west. State salary. Ex-Red Cross Field Director, 31. Box 284, BROADCASTING.

Field engineer with large company seeks permanent employment on west coast. 8 years broadcasting. 3 FCC, first class license, 37, married. Box 289, BROADCASTING.

Advertising salesman—Commercial manager. Eleven years. Married, family. Veteran. Prefer southeastern states Box 299, BROADCASTING.

Copywriter—Point discharged servicewoman. Experienced in radio advertising, women's announcing. Excellent references. Two years college. Box 300, BROADCASTING.

Technician, 8 years broadcasting, 2 years FCC, just discharged. Age 40, married. First class license. Prefer south or southwest. Box 306, BROADCASTING.

Situations Wanted (Cont'd)

Discharged veteran—One year announcing experience. Specialize in news and sports. Can handle control-room and turntable. 21 years, married. Go anywhere U. S. Box 312, BROADCASTING.

Navy veteran—Holder of first class radiotelephone license. Radio and electrical graduate of technical school. Twelve years in radio. Broadcasting, servicing, police radio, aircraft radio, marine radio. Prefer position in Washington, D. C. Box 313, BROADCASTING.

Girl traffic manager—Nine years experience with NBC affiliate. Single, age 30. Available two weeks notice. Box 314, BROADCASTING.

Girl program-production director—Worked as announcer-control four years, in programming and production last three years in large network affiliate stations. Now employed as program director. Age 29. Available two weeks notice. References and transcriptions available. Box 315, BROADCASTING.

Announcer—Wish to locate in southern California or southwest. Nine years experience in all phases of announcing, news, continuity, programming, directing and producing. Excellent record and references. Available immediately for good, permanent position. Box 316, BROADCASTING.

Announcer-producer. Responsible, single young man with 2½ years experience announcing, news, production; desires permanent position with progressive regional station or program director of small station. Excellent references. Transcription available. Now successfully employed with 5 kw. Desire change for better future. Go anywhere, but prefer west or southwest. Box 320, BROADCASTING.

Announcer, qualified sports, continuity, account-servicing. Third class license. College background. 26 years, married. Minnesota, Wisconsin, Iowa or Dakotas preferred. Box 322, BROADCASTING.

Former New York record jockey and master of ceremonies. Personality shows. No staff announcing. $100.00 per week, plus commercials. 11 years experience. A two hour show which is a natural. Box 323, BROADCASTING.

Notice to dog food and drug manufacturers: Available. Services of a graduate veterinarian with years of experience as a practitioner, also radio speaker, can talk on any subject pertaining to live stock, horses, cattle, hogs, dogs, poultry, etc. Sober. References. Box 324, BROADCASTING.

Experienced sports announcer available. Discharged veteran. College graduate. Worked big ten football and basketball games. Desire permanent position. Capable M.C. and excellent front man. Do staff announcing, have sales experience. Married. Write Box 325, BROADCASTING.

Program director, writer, college radio station head; 10 years experience all phases, 5 to 50 kw stations, desires return to commercial radio in Colorado, Michigan, Wisconsin or Pacific Northwest. Married, three children. Box 327, BROADCASTING.

Versatile hillbilly comic available. 15 years experience radio and stage. Ray "Quarantine" Brown, WIBC, Indianapolis 6, Ind.

Situations Wanted (Cont'd)

Marine—Honorable discharge, wants announcing position. College, 26. Personnel appearance shows. Limited mike experience. Good personality. Willing to work hard. Salary no issue. Cpl. Wm. Dawson, Ravenna St., Hudson, Ohio.

Program director or station manager—Receiving discharge. Available November 1. Twelve years experience. Thorough background programming, production, continuity, news, drama, music, station operations, announcing sales. Desires New York City station. R. N. Druxman, 12 West 56th St., New York, N. Y.

Veteran, single, 26, first class radiotelephone license. Three years transmitter experience, including standard and FM stations. Can handle remotes, recording and master control. Two years college. Louis Halpern, 1593 Prospect Place, Brooklyn, N. Y.

Radio news executive, newscaster; war-foreign correspondent Europe-Mexico-Pacific; Purple Heart Marine; young topnotcher, now earning $6500. Write 2-C, 3418 Tenth Pl., S. E., Washington 20, D. C. for details.

News editor, three years experience on 50 kw midwest network affiliate, producer, writer on GI shows, wants opening on news staff 5 kw to 10 kw midwest station. Write, wire Joe Piatkiewicz, 115 E. 71st St., Chicago, Ill.

Announcer-writer, honorably discharged. Three years experience network affiliate stations. Conversational type voice. Commercials, and newscasting. Southern station preferred. Age 33, married, two children. James Trippe, P. O. Box 278, Erwin, Tenn.

Copy editor-program director, 29, married. Naval veteran. Extensive promotion publicity experience. Desire permanent position with rep. or agency. Chicago preferred. Bill Nelson, 1734 N. Wells, Chicago, Michigan 0020.

Sales promotion—Just released from Air Forces. Agency, newspaper and merchandising background. Hard worker. Single. Richard Bevan, 155 East 52nd St., New York, N. Y.

Ex Marine, 25, who pleased GI's on Guam with newscasts wants chance as staffer on small midwest station. Wire Roger Gregary, 101 N. Chester Ave., Park Ridge, Ill. Phone: Park Ridge 2109.

Armed Forces Radio Station WVTX is absolutely best station on Iwo Jima. No other station can make that claim—there ain't any other. Proven exclusive market. Our 50 watts blankets Iwo like the volcanic ash. Trade whole works for one-way ticket to St. Louis. 2nd Lt. Lawrence Trombly, Officer in Charge WVTX. Formerly with KSD.

Announcer-beginner. Honorably discharged, young, personable. Good quality voice, eager beaver. Although inexperienced; willing to learn, capable, intelligent, loyal. Go anywhere for modest salary, chance for advancement. Frank Gough, Motor Machinist Mate First Class, Box 164, Hampton Bays, Long Island, N. Y.

Veteran with one year's training at Columbia Radio College, covering all phases of radio tech. desires an announcer's position with progressive station. Age 28, married and one child. Robt. L. Armstrong, 6242 South Bishop Street, Chicago 36, Illinois.

Sales Manager
AVAILABLE

Now employed. Wants connection with station willing to pay for results. Ten years experience sales direction large and small markets. Thoroughly familiar national and local sales problems. Wide knowledge national accounts and agencies. Excellent record. References:

BOX 333, BROADCASTING

STATION MANAGER
Opportunity Wanted

11 years in executive capacity with 250w to 50,000w stations. Want to become part of medium-size community. Practical know-how in all branches; management, sales and programming. Good agency and network connections. Age 42.

BOX 331, BROADCASTING

Engineer-Executive

15 years broadcast engineering
13 years national network
8 years supervisor
Nearly two years supervisor Radio Sales Engineering

Desire administrative or executive position, broadcast engineering, or sales engineering, broadcast and television equipment. Top references.

Salary, $7,000

BOX 308, BROADCASTING

FOR IMMEDIATE SALE

One-250 watt broadcast transmitter-composite. Professional appearance. Built by G. E. transmitter engineer, at cost of $4000. Tested for frequency response, distortion, noise level, output power. Equipped with 1450 kc G. E. frequency control unit #G-30. Fully equipped with relays, protective circuits, meters, instruction book, one set tubes. Ready to operate. Complete data on request. Price $2000.

One-250 watt broadcast transmitter-composite less crystal unit. Tested for frequency response, distortion, noise level, power output. Equipped with meters, relays, protective circuits, instructions, one set tubes. Cost $3000. Complete data on request. Price $1500. Two-Square tapered self supporting insulated steel towers, each 153 ft. high with side lights and conduit. Formerly used by KFAC. Price $1200 each.

50,000 ft. 12 guage bare copper ground wire.

Chief Engineer
WHEC
Rochester, N. Y.

Situations Wanted (Cont'd)

Engineer, first class license, with construction experience AM and FM, two years chief, five months Radar. Now working in television station. Wants position as chief engineer in progressive station. Good references. Box 328, BROADCASTING.

Announcer—Discharged veteran, 3 years experience, dependable, desires permanent position middlewest station. Presently employed, available immediately. Box 329, BROADCASTING.

Top notch announcer available Oct. 25. 26, 4 years solid experience on 250, 5,000, 10,000 kw. Desires permanent connection. All round man who can specialize. State salary, talent, etc. Transcription available. Box 332, BROADCASTING.

Fighter pilot wants to get his feet on the ground as announcer-copy writer with progressive middlewest or southeast station. Married, reliable, with sound radio background. Lt. Joseph F. Butler, Box 236, Chicago Hgts., Ill.

1st class radio tel. op. desires position in or around Minneapolis, Minn. Experience all types transmitter up to 500 watts. Write Gordon E. Miles, Rt. 2, Hines, Minn. c/o E. H. Shaw.

Veteran—One year thorough training in radio broadcasting. Desires announcer's position with progressive station. Also, have Navy radio sound equipment training. Age 20, single, of good health and fully reliable. Charles Sigs, 4713 W. Belmont Ave., Chicago, Illinois.

Writer-producer—Veteran, 23, college graduate with degree in radio. Before Army produced Obler and Corwin shows over Columbia station. Experienced in writing commercials, serials, drama. Write Marty Schwartz, 66 Park Ave., New York City.

Harvard University Radio Research Laboratory, now completing its war work has radio engineers and technicians available for reemployment. Call Cambridge, Massachusetts, Kenmore 7660, collect.

Engage a newscaster with voice and delivery pleasingly different from the hoi polloi. Actor-director-writer. Currently program director, WVTD, Admiralty Islands. Honorable Navy discharge. Available Dec. 1st. Write Box 341, BROADCASTING.

Writer, short on experience long on personality and ideas, much creative ability. Excellent training script writing can compose music. Box 342, BROADCASTING.

Station manager or sales—An executive now located in New York will forward his qualifications promptly to station owner who wants a permanent manager or commercial manager. Has managed three stations, and been fifteen years in advertising and selling. In addition, he had produced outstanding radio programs and done sales promotion work for a national company. He would accept a sales job in a metropolitan area where he could earn $6000.00 per year. Box 343, BROADCASTING.

Veteran—Experienced first class radio telephone operator and control room man. Six years—broadcast, radar, FM. 26, unmarried. References. Available after Dec. 1. Sgt. John W. Nye, 21 Denslow Rd., Glastonbury, Conn.

Program director, six years experience administration with additional background news editing, writing, broadcasting; preparation commercial and sustaining copy; desires executive position east in AM, FM, Television or Educational Radio. Experience resume, audition on request. Available personal interview New York City. Box 344, BROADCASTING.

Announcer. Discharged officer, 29. Graduate University Iowa radio school. Single, sober, reliable, good voice. Prefer midwest. Transcription, photo on request. Don Whited, Ida Grove, Iowa.

Announcer-operator available. Third class ticket. Experience in operation, announcing, writing. Prefer southeast location. Have car to do account work. Married and want to settle permanently. Transcriptions and references. T/Sgt. Ralph Haskins, Co. "B", Marine Bks., Klamath Falls, Oreg.

Staff announcer and newscaster just discharged from Army after serving overseas as station manager for AFRS station. Civilian experience: 2 years as announcer. Age 27, married, 2 children. Prefer position on west coast, but will travel. Box 345, BROADCASTING.

Announcer: Discharged AAF officer. Desires permanent staff position with opportunities. One year AFRS experience announcing and directing. Married, age 25. Lt. Joseph L. Walsh, 5721 a Etzel Ave., St. Louis 12, Mo.

Three New Stations and Six Assignment Shifts Granted; One CP Is Set Aside

APPROVAL of applications for three new standard stations, plus applications covering changes in facilities of six existing outlets, was announced by the FCC last week. A fourth grant for a new local station at Norwich, Conn., was set aside by the Commission.

Assignment of 250 w with unlimited time on 1450 kc at Milledgeville, Ga., is granted Jere N. Moore, sole owner of Milledgeville *Union Recorder*. From 1940 until July of this year Mr. Moore had served as officer in the Army.

Maj. Birney Imes Jr., owner of WCBI Columbus and WELO Tupelo, Miss., is awarded facilities at Meridian, Miss., of 250 w and unlimited time on 1240 kc. Maj. Imes is expecting release from the AAF.

Third construction permit, for Portland, Me., is granted to Centennial Broadcasting Co. [BROADCASTING, Oct. 15], owned principally by W. T. Morris, president of American Chain & Cable Co. and in which interest also is held by Murray Carpenter of Compton Adv. and Humboldt Greig, American network account executive.

Commission in setting aside its authorization for new station at Norwich, Conn., to Norwich Broadcasting Co., said that the action had been taken without knowledge of several other applications submitted for filing prior to Oct. 8 (end of 60-day filing period designated Aug. 7), which request 1240 kc in other communities and involve questions of possible objectionable interference with proposed Norwich station. Commission indicated it will further examine the application and related matters. Norwich Broadcasting is an equal partnership composed of Lt. H. Ross Perkins, USCGR, and J. Eric Williams, former commercial manager of WPRO Providence, R. I.

Order was adopted by Commission granting change of frequency of KMLB Monroe, La., from 1230 kc to 1440 kc, with increase of power from 250 w to 1,000 w. Directional antenna for night use will be installed. Order also covers issuance of a construction permit to KNOE Monroe for change in frequency from 1450 kc to channel vacated by KMLB.

KTBC Austin, Tex., was granted a construction permit to increase power on 590 kc from 250 w night and 1,000 w local sunset to 1,000 w night and 5,000 w local sunset, unlimited hours. Directional antenna will be installed. Station licensee, Claudia T. Johnson, is wife of Rep. Johnson (D.-Tex.).

KRNM Tucumcari, N. M., was granted modification of license to change hours of operation from specified to unlimited time. Outlet operates with 250 w on 1400 kc.

KSJB Jamestown, N. D., was granted a construction permit to increase power to 5,000 w day and night on 600 kc. Station now operates on that regional channel with 250 w to local sunset and 100 w night. Authorization also covers installation of directional antenna. Commission stated that grant is not to be understood to determine question of applicability of Sec. 3.35 (duopoly) of Commission's Rules & Regulations to KSJB and KVOX Moorhead, Minn. John W. Boler, president of North Central Broadcasting System, is identified with both outlets.

Authorization also was granted to WKBH LaCrosse, Wis., for increase of power on 1410 kc from 1,000 w to 5,000 w and to install directional array for night use.

Situations Wanted (Cont'd)

Merchant Marine radio officer, 15 years radio experience, including 4 years broadcast. Have first class telephone, first class telegraph and class A Amateur licenses. Desire chief engineer to one kw, will accept control position higher power. Lt. S. Margolis, U.S.M.S., 6601 Blvd. East, West New York, N. J.

Producer-announcer. Now with New York independent. Experience; production, control board, news, continuity. Morning record shows, specialty. Box 348, BROADCASTING.

Announcer—23 years old, 4 years experience. Excellent newscaster. College education. Presently in midwest; but regional tastes not restricted. Box 347, BROADCASTING.

Chief engineer—December discharge. EE grad. 32, 4 years network regional, 5 years Army engineering administration. Dependable, capable. Progressive station only. Major J. L. Wildermuth, 25286 Wick Road, Inkster, Michigan.

Chief engineer—4 years broadcasting, 3 industrial, 4 research laboratory transmitter development engineer. Desires permanent position—progressive station—south. Box 350, BROADCASTING.

Experienced continuity and publicity writer. College graduate. Formerly department store advertising manager. Newspaper reporting and editing experience. Box 353, BROADCASTING.

Wanted to Buy

Wanted—RF Bridge and audio testing apparatus. Box 290, BROADCASTING.

For Sale

For sale—1 kw Western Electric D-87737 Transmitter converted to make it similar to 6-B. Box 238, BROADCASTING.

For sale—One model 27-C Gates limiter amplifier used eight months. In perfect condition. Write, wire or call WCBT, Roanoke Rapids, N. C.

For sale—One RCA 72C and one RCA 72B recording attachments. Both equipped with MI-4894 automatic equalizers. WDNC, Durham, North Carolina.

For sale—1 kw WE transmitter type 304 serial 353 B-1. In good working condition. Make offer. Box 346, BROADCASTING.

Miscellaneous

Announcer's, writer's, emcee's Comedy material. Catalog free. Box 29, BROADCASTING.

Wanted—10 men, preferably service, who will contribute equal capital, services, loyalty and ambition to establish commercial 250-500 watt station. Engineers, announcers, salesman, lawyer-accountant. Nathan Rosenberg, 980 Hopkinson Ave., Brooklyn 12, N. Y.

Correspondents Back

CLETE ROBERTS and Donald Coe, war correspondents of American, returned to New York last week from ETO. After vacations they will receive new assignments.

TRUMAN APPROVES WAC CONTINUATION

PRESIDENTIAL approval of the continuation of the War Advertising Council functions into peacetime is in a letter from President Truman received last week by James W. Young, chairman of the Council. Crediting advertising's wartime dissemination of needed information with having played "a vital part in bringing to the people the story of what had to be done to speed victory," the President stated:

"I am greatly pleased to hear that The Advertising Council plans to carry on its public service activities. I would like to express the sincere hope that American business will see its way clear to supporting your public service projects with some of its advertising. Our problems, unfortunately, did not end with the war, and there will be many vital ones which cannot be solved without the understanding cooperation of the people.

"In order to assist this important work, I have asked the Office of War Mobilization and Reconversion under Mr. John Snyder to set up a unit which will correlate the information policies of the federal government on which public campaigns using your facilities are required. We look forward with pleasure to the continued cooperation of American business on questions which will be vitally in the interest of all the people."

'GUIDING LIGHT' SUIT NEARS FINAL STAGE

ONE OF THE MOST bitterly contested suits in radio history neared its final stage last week.

Illinois Appellate Court reversed, Oct. 15, an Illinois Circuit Court decision in favor of Irna Phillips, Chicago scriptwriter, who was sued in 1942 by Emmons C. Carlson, promotion and advertising manager of NBC Central Division, for an equal division of profits for *Guiding Light*.

Mr. Carlson brought suit against Miss Phillips in August 1941, claiming that *Guiding Light* was his own creation and that he collaborated with her under its original title, *The Good Samaritan*. He claimed she agreed to divide the profits 50-50 but refused to continue payments after giving him $2,000 for first 20 scripts. Counsel for Miss Phillips denied the charges.

FOR SALE

- **Modified late type WE 5 KW Transmitter complete with two sets of tubes and FCC filing information.**

Priced for quick sale. FOB East Coast.

BOX 351, BROADCASTING

At Deadline...

RESEARCH DATA VITAL TO RADIO, SAYS HOOPER

DETAILED information about radio is not merely a need but a continuing necessity, as in no other advertising medium are physical aids to judgment so completely lacking, C. E. Hooper, president of C. E. Hooper Inc., told opening fall radio luncheon of American Marketing Assn. last week. Lawrence Hubbard, research director of Duane Jones Co., chairman of radio group, presided.

Only 0.3% of total revenue from time sales was spent with his organization, he added, with radio's total research bill not exceeding 0.5%.

Mr. Hooper cited examples to show lack of bias in telephone sample as compared to cross section of telephone and non-telephone homes. He said telephone sample broadly fits requirements of network programming. Only needs for adjustment of this sample occur, he said, when programs are aimed at a particular group and not at the general listening public.

NAB BOARD MEETS ON COAST; REGIONAL SESSIONS PLANNED

NAB Board of Directors will meet Jan. 3-4 at Los Angeles. Decision for the Coast site was reached in a referendum vote of the board, which last met Oct. 1-2 in Washington during the inaugural ceremonies for President Justin Miller. Host at Los Angeles will be William B. Ryan, KFI, 17th District director.

Following the board meeting the annual series of district meetings will begin. Schedule is now being worked out. Under by-laws, even numbered districts must meet in 1946 for election of directors.

CBS AFFILIATES MEETING

CBS Affiliates Advisory Board met Thursday and Friday with network executives at CBS headquarters in New York. I. R. Lounsberry, WKBW Buffalo, chairman of the group, presided.

HILL LEAVES; DUPUY NAMED

BRIG. GEN. LUTHER L. HILL, Director of the Bureau of Public Relations, War Dept., has been placed on inactive status as a reserve officer and is on terminal leave. He is vacationing in Miami and will return later to Des Moines, where he rejoins the Cowles newspaper and radio interests. Col. R. Ernest Dupuy, at one time voice of the *Army Hour*, has been named acting director of the bureau.

Closed Circuit

(*Continued from page 4*)

dividing time between two Field stations pending appointment. WSAI slated to move from WLW studios to new headquarters at 4th & Walnut St., where polyacoustical studios have been installed.

THERE'S trouble brewing within the Army about Armed Forces Radio Service V-Discs and other recordings—strictly for overseas troop listening—now being heard on a few commercial stations. There's a leak somewhere, doubtless.

NEW AM, FM STATIONS SOUGHT IN FCC APPLICATIONS

NEW AM stations were asked in FCC applications made public Friday by: Donald Flamm, New York, 620 kc. 5 kw unlimited; Howard W. Davis, tr Walmac Co., Corpus Christi (P. O. Natl. Bank of Commerce Bldg., San Antonio), 1230 kc 250 w unlimited; Howard W. Davis, tr Walmac Co., Austin, Tex., 1240 kc 250 w unlimited; Broadcasting Corp. of America, Indio, Cal., 1400 kc 250 w unlimited; Arkansas Airwaves Co., N. Little Rock, Ark., 1450 kc 250 w unlimited; Northeastern Indiana Broadcasting Co., Fort Wayne, 1380 kc 5 kw unlimited; Richard T. Sampson, Banning, Cal., 1400 kc 100 w unlimited; Radio Sales Corp., Twin Falls, Idaho, 1450 kc 250 w unl.; Edisto Broadcasting Co., Orangeburg, S. C., 1450 kc 250 w unlimited.

FM new station applications: Metropolitan Broadcasting Service, New York, 9,650 sq. mi.; Cowles Broadcasting Co., Washington, Channel 48; Unity Corp., Erie, Pa., 4,940 sq. mi.

Amendments sought include: Finley-McKinnon Broadcasting Co., San Diego, amend from 1170 kc 250 w unl. to 5 kw.

KEX Portland applied to increase from 5 to 50 kw, new transmitter and antenna, directional N; KMPC Los Angeles, increase from 10 to 50 kw, new transmitter, change antenna.

FMBI BOARD ADOPTS PLAN TO MERGE WITH NAB

BOARD of directors of Frequency Modulation Broadcasters Inc. voted in Chicago Friday to adopt recommendations of its executive committee coordinating FM activities of FMBI and NAB through an autonomous FM department in the NAB. Board elected John Shepard 3d, WMTW Boston; Wayne Coy, W3XO Washington, and Gordon Gray, WMIT Winston-Salem, to serve along with Walter Damm, WMFM Milwaukee, FMBI president, and three members of the NAB board on a special joint committee. This committee will direct activities of the FM department until the next annual meeting of the two associations. FMBI Washington office will be closed Nov. 1.

Attending the meeting, besides Messrs. Shepard, Coy, Gray and Damm, were Cecil Mastin, WNBF-FM Binghamton; W. R. David, WGFM Schenectady; G. E. Gustafson, WWZR Philadelphia; Myles Loucks, FMBI managing director; Ted Streibert, WBAM New York; C. W. Meyers, KOIN Portland; G. W. Lang, WGNB; C. M. Jansky Jr.; Edwin H. Armstrong.

ARMOUR IN THREE CITIES

ARMOUR & Co., Chicago (Chiffon soap flakes) today starts on WBBM Chicago with *Musical Clock* quarter-hour, and Oct. 29 starts 25 to 36 spots weekly in Boston and Philadelphia on WBZ-WBZA WEEI WNAC WORL WCOP WCAU WFIL KYW WDAS WIP. Contracts for 52 weeks. Agency, Foote, Cone & Belding.

FCC FUNDS ASKED

PRESIDENT TRUMAN late Friday asked Congress for a supplemental appropriation of $317,846,000 for nine agencies, including $785,000 for FCC for 1946 fiscal year.

People

LT. COMDR. CHARLES B. SETON has returned to the practice of law with firm of Goldmark, Colin & Kaye, New York, after active Navy duty in both the Atlantic and Pacific war theaters and Washington.

KEITH SHAFFER, formerly with FBI, has joined Erwin, Wasey & Co., New York, to handle network relations in radio department. Arthur H. Lawrence, formerly with G. M. Basford Co., New York, is new assistant account executive; Maj. Whitney Hartshorne joins production department, and John L. Davis, formerly FBI, joins accounting department.

DONALD W. SEVERN, released from Army, joins Kenyon & Eckhardt, New York, as radio timebuyer. Marion Parham, formerly Free & Peters, N. Y., now spot timebuyer at K&E.

I. E. (Chick) SHOWERMAN, eastern division sales manager of NBC, appointed chairman of network's staff operations group.

HAL WEBBER has resigned as research director of C. E. Hooper Inc., New York, returning Nov. 5 to Foote, Cone & Belding, Chicago, as media-research v-p.

COL. THOMAS H. A. LEWIS, commandant of Armed Forces Radio Service, was released from Army Friday. According to AFRS Los Angeles, he was in Torney General Hospital for minor illness at time of release. Replacement not named. [Closed Circuit, Oct. 15].

LOU HASSAM has left Interior Dept. where he was chief script writer, to do documentary scripts for NBC New York. He is now writing *Home Is What You Make It*, NBC University of the Air series, heard Saturday, 9 a.m. Before he joined Interior he was with J. Walter Thompson Co. in New York.

JOHN BAKER, released as 1st lieutenant from Marine Corps, last week was named chief of the Radio Service, Dept. of Agriculture, the position vacated by Wallace Kadderley when he joined KGW Portland, Ore.

LT. COL. G. McGUIRE PIERCE, for five years in the Marine Corps, has been named assistant general manager of KFWB Hollywood. He has been attached to Division of Plans and Policies, Washington, as chief photographic officer and officer in charge of audio-video training. Before military service he was head of Pierce Plan Co., Seattle commercial banking firm.

LT. JOSEPH L. MILLER, USNR, former labor relations director of the NAB, last Wednesday was promoted to lieutenant commander in the Naval Reserve. He is now assigned to labor liaison in the Navy's operation of struck oil refineries.

CBS Wins Award

CBS was awarded the Showmanship Plaque of the Direct Mail Advertising Association at a clinic held Friday in New York.

ROSS FEDERAL INNOVATION

ROSS FEDERAL RESEARCH Corp. has started new "packaged" research service, "Survey of the Month," offered to a specified line of business. November survey, going to banks, will deal with contemplated purchases of homes, home equipment, real estate and installment buying. Subsequent surveys will be offered to radio stations, newspapers, bakeries, dairies, and others. Semi-standardized service priced 25 to 30% below regular schedules, company said.

● ADVERTISING MUST PACE PROGRESS

CRANE VALVES
CRANE BEAUTY IN THE OPEN, CRANE QUALITY IN ALL HIDDEN FITTINGS
NEW INTEREST IN BATHROOMS
In the days of Victorian reticence, there was little talk about bathrooms. Probably because there was so little bathing. Today, the world is more outspoken—and healthier. The improved mechanism for living is frankly discussed, and ways to add beauty are sought.
So the bathroom severely unadorned is giving way to the bathroom of sunny aspect, decorated in warm and cheerful color. The fixtures themselves exhibit the beauty which results from admirable design and a high order of workmanship. Against their tinted background they gleam like china dishes.
Two new Crane books, *New Ideas for Bathrooms* and *Homes of Comfort*, give an excellent survey of the newer compact fixtures and the latest mode of decoration. You may have both books for the asking. . . . Any responsible plumbing contractor will assure you that Crane fixtures cost no more.
CRANE
GENERAL OFFICES: CRANE BUILDING, 836 S. MICHIGAN AVENUE, CHICAGO

Advertising Like This Gave *Glamour* to the Bathroom!

TWO decades ago, polite people didn't talk about bathrooms. Thus, one of the most important rooms in the house was drab, cheerless and thoroughly obsolete. But throughout the 1920's the Crane Company published a series of advertisements that *gave glamour to the bathroom*. The bathroom became a room of sunny aspect, decorated in warm and cheerful colors, with fixtures of beauty as well as quality. America became more outspoken—and healthier.

In the DISTRIBUTION DECADE ADVERTISING

Must Bring More Beauty And More Convenience To More Homes!

ADVERTISING has, in scores of instances, supplemented mere utility with glamour to strengthen old markets and to create new ones. Advertising, by developing desirability, has stimulated sales volume and thus increased prosperity.

In the Distribution Decade, new and larger markets will be *more* than just desirable objectives. They will be *vitally necessary!* Unless we achieve full employment of manpower and money, materials and manufacturing facilities, we risk a chaotic state in our national economy.

Fortunately, the history of Advertising's achievements gives rise to confidence. What Advertising has done in the past to accelerate distribution, Advertising can do again. Blueprints for speedier, more efficient and more profitable distribution are being prepared today by forward-looking advertising men. They are being prepared, too, at WLW. Their applications to the great Four-State Market that is WLW-land will be ready when you need them.

WLW
DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION